

THE DEEP
2019
in review

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

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 and conservation 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 awe inspiring days out to audiences of all ages.

Since opening in 2002, we've been a significant economic driver for the city of Hull, attracting over 8 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. We sincerely thank our crew, visitors, supporters and business centre clients who share our vision and enable us to achieve our mission.



OUR MISSION:

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

SUSTAINABLE TOURISM

IN 2019 WE...

ECO RETAIL

Introduced a Retail Ethical Purchasing policy, guidance and audit plan to inform and shape product range within The Deepartment Store. This commits to working with suppliers who share The Deep's mission and will seek assurance of appropriate supplier ethics and product safety standards. The sustainability of products (and their packaging) in the Deepartment Store is key to it being complementary to the mission.

CLEAN ENERGY

Generated 59,868kW of energy through the use of solar panels at the Business Centre. This equates to approximately 15,080 tumble dryer loads!

VEGWARE

Continued our commitment to combatting single use plastics in the café by providing 100% compostable sandwich boxes, salad containers, condiment tubs, cutlery, hot and cold drink cups.

SUSTAINABLE PALM OIL

Created a Sustainable Palm Oil policy which has been implemented across the business in food items and cleaning products. The Deep wholly supports sustainable palm oil production.

TURTLE SUMMER

Delivered an event to over 92,000 visitors on the impact of plastics in the oceans.

WATERLINE SUMMIT

Took part in the Waterline Summit event at the Bonus Arena, showcasing our environmental achievements to over 1,000 local school children and business delegates.

BEACH CLEANS

Carried out 4 public beach cleans at Hessel Foreshore. 98 volunteers took part and collected 66kg of rubbish. Each piece of litter was identified, weighed and recorded. A corporate beach clean was also carried out in partnership with Arco and the Department of Work and Pensions. 69 bags of rubbish were filled weighing over 159kg.



REFILL HULL

Signed up 41 businesses to Hull's Refill campaign, ensuring free water is available across the city. This includes bars, restaurants, shops, attractions and more. Over 13 billion bottles of water are sold in the UK every year, but only 7.5 billion are recycled.



FIN THE FISH

Provided a home for Fin the Fish, a 6 metre metal fish sculpture and recycling bin for plastic bottles. The sculpture encourages visitors to the city to recycle and reduce plastic waste going into our oceans.

This project was delivered in partnership with Yorkshire Water, the University of Hull and BIFFA. Fin will be located at The Deep until April 2020.



LOCAL IMPACT

IN 2019 WE...

HULL ROYAL CHILDREN'S WARD

Designed and installed a series of new graphics to the High Dependency ward free of charge alongside local signage company John E Wright. Our penguin mascot Pebbles also paid a visit to meet the patients and their families.

CONSTITUENCY DAY

Hosted guided tours for 2 local MPs in celebration of constituency day.

EMERGENCY SERVICES

Continued to provide free hot and cold drinks to emergency services on shift in the Hull area every day.

HUMBER WASTE ALLIANCE

Remained an active part of the steering committee, working collaboratively to share best practice in waste minimisation for businesses in the local area.

PINT OF SCIENCE

Delivered 6 scientific talks at venues across Hull as part of this national event, showcasing the conservation work being carried out by The Deep. Over 700 people attended Pint of Science across 4 venues, over 3 nights.

REAL EAST YORKSHIRE TOURISM AWARDS

Provided financial support for the Visit Hull and East Yorkshire REYTA awards, sponsoring the Large Visitor Attraction of the Year category.

GOOD CAUSES

Donated over 484 family tickets to good causes across the region including school raffles, bake sales, charity fundraisers and more.

MILITARY TICKETS

Supported our armed forces by issuing 2,161 military service personnel tickets free of charge.

INSPIRING WOMEN

Delivered a talk to 400 youngsters aged 11-13 on the role of women in science as part of International Women's Day at University of Hull.

CITY CENTRE PROMOTION

Installed a permanent city centre map to the aquarium exit, showcasing other tourist attractions within the city that our customers can visit.

LOCAL BUSINESS SPONSORSHIP

Supported a new start up business called Leafy Sea Dragon. The mobile refill shop services the East Riding villages, allowing shoppers to refill their own containers with store cupboard essentials, reducing plastic packaging waste.





CONSERVATION AT HOME

IN 2019 WE...

IUCN ASSESSMENTS

Assessed over 1,500 marine species, completing a critical first stage for species conservation through the work of our IUCN Marine Red List Officer.

IUCN RECOGNITION AWARD

Received an award from the International Union for Conservation of Nature at the Species Survival Commission Leaders' Meeting for our generous support and commitment to the global Red List process.

THE NEXT GENERATION

Developed and delivered a unique Red List training module to 18 third Year Conservation Biology students from University of Hull. This novel training was followed by a final practical project to produce Red List assessments for marine species in the UK.

STUDENT PROJECTS

Hosted and mentored 10 BSc Hons or MSc Hons degree student projects. Their studies focused on behavioural observations and coral reproduction, as well as advancing veterinary and husbandry care.

TANSY BEETLES

Participated in the Tansy Beetle Action Group, undertaking surveys at a number of sites in York, looking at the number of beetles present and the abundance of the tansy plant.

INTERNATIONAL SAWFISH DAY

Highlighted the plight of the Critically Endangered Green sawfish and the threats they face. This was the third year of the celebration and included presentations, a family activity trail and crafts. An exhibition of historic sawfish rostrums was also displayed, on loan from the Horniman Museum, London.

ZEBRA SHARK BREEDING

Hatched 3 Zebra shark pups from eggs laid in our Endless Ocean exhibit. The juveniles will join the studbook coordinated by the European Association of Zoos and Aquaria, to ensure the long term sustainability of Zebra sharks across European collections.

FUNDRAISING

Raised £26,736 through school holiday activities such as face painting and badge making, penguin feather contributions, adoption pack sales and through money spinners. The money goes directly to the conservation work we carry out.

BUTTERFLY CITY

Designed a logo and information leaflet in support of Butterfly City. Led by Emma Hardy MP, the aim is to make Hull the UK's first butterfly friendly city. Over 3,000 buckthorns will be planted in the first year, providing habitat for the native Brimstone butterfly.



PENGUIN BREEDING

Hatched and raised 2 male Gentoo penguin chicks from parents Diane and Rapha and Diane and Brian. Both youngsters will form part of the European Gentoo penguin studbook.





CONSERVATION FURTHER AFIELD

IN 2019 WE...

GALAPAGOS STORYBOOK

Donated funds for the production of a children's book by Galapagos Conservation Trust. Following the journey of Marti the Hammerhead shark, it explores the importance of shark migration. Copies were given to school children in Galapagos as part of an education programme to inspire them to value and protect their important local marine life.

SHARK EGG CASE HUNTS

Delivered 3 egg case hunt events at Spurn Point. Over 140 volunteers took part, collecting 74 egg cases including the Small-spotted catshark and Spotted ray. All information was recorded for the Shark Trust's database of species around the UK coast.

UK SHARK DAY

Collaborated with Yorkshire Wildlife Trust to hold a free event at Spurn Discovery Centre, teaching families about native shark species. The Deep team delivered 2 informative talks, a puppet show highlighting threats to sharks and craft activities.

IUCN RECRUITMENT

Increased the team of Red List Assessors across the world to include Anna Walker from Albuquerque Biopark in New Mexico. This project will involve the Firefly Specialist Group of the IUCN to get priority pollinator assessments completed with aim of producing conservation action plans for threatened species in 2020.

IUCN WORKSHOPS

Facilitated Red List assessment workshops across the world. Firstly in Durban, South Africa, to complete the marine fish assessment of the Western Indian Ocean, which represents some of the most heavily impacted marine biotas in the world, and in Dubai to complete marine species assessments on highly threatened sharks and rays. In this region, more than 70% of elasmobranch species are at risk of extinction due to fishing pressures.

SPECIES SURVIVAL COMMISSION

Attended the IUCN Species Survival Commission Leaders' Meeting in Abu Dhabi, to present the work being done by the IUCN Marine Red List Officer, as well as discussing ways in which we can bolster national species conservation efforts with this platform.

SUSTAINABLE AQUARIUMS PROJECT (SNAP)

Collaborated on a three year project with the Zoological Society of London, Sealife and the University of Bangor to increase the number and diversity of sustainably and ethically produced coral reef fish species by collecting and rearing of eggs spawned in aquariums. Successes have included the Lyretail anthias, Golden damsel and Bicolor angelfish.



TURTLE REHABILITATION

Assisted in the rescue, rehabilitation and release of hundreds of turtles as part of a project with New England Aquarium in Boston at Cape Cod Bay.

These animals were cold-stunned and stranded on beaches following a drop in ocean temperature, with many suffering from hypothermia, emaciation and dehydration. They required immediate veterinary care to help them on their road to recovery.

Our turtle specialist and the rehabilitation crew worked around the clock at New England Aquarium.



SILVER SHARKS

Delivered conservation talks to over 200 adults aged 55 and over from a variety of local community groups. These included those living with dementia and recovering from a stroke. Topics included jellyfish breeding, penguin conservation, the reduction of plastics and tales from inside the exhibits.

LEARNING / CONSERVATION EDUCATION

IN 2019 WE...

SCHOOL TRIPS

Welcomed 33,068 children on subsidised school trips complete with workshops fitted to their Key Stage. Children ranged from pre-school age up to post 16.

HOME EDUCATION DAYS

Delivered 2 Home Educators' events for families with youngsters who are taught at home. 176 pupils took part in over 15 workshops.

OPEN DOORS COMMUNITY OUTREACH

Delivered learning sessions about plastic pollution, recycling, marine food chains and more as part of this community outreach project that supports asylum seekers, refugees and migrant workers in Hull through education.

KEEPER DAYS

Delivered 96 VIP experiences, taking guests behind the scenes to get hands on with caring for our animals.

SCIENCE CLUB

Delivered a fully funded science club to 400 Year 6 to Year 10 pupils from Hull and East Riding schools.

TEENTECH EVENT

Participated in this hands on science and job fair to showcase careers in science. The event welcomed over 300 teenagers at the KCOM Stadium.

WORK PLACEMENTS

Supported 39 students from Year 10 up to Year 13 on week long work experience. Assisting in all departments, this gave a well-rounded look at how an aquarium operates.

WORK EXPERIENCE

Welcomed 26 work experience students and 18 weekly volunteers within the Husbandry department, allowing many of them to take up full time roles in conservation work in the UK and across the globe.

ST ANNE'S SCHOOL

Provided work placements to 2 pupils from a local special school, lasting 39 weeks.

FAME LAB ACADEMY

Judged the finals of the regional competition at the University of Hull. Year 9 students delivered an engaging 3 minute presentation on a scientific topic of their choice.

LITTLE NIPPERS

Hosted 35 discovery and play sessions for children under 3. These included story time, sing-a-long and free play.

GUIDE BOOKS

Handed out over 100,000 free Deep visitor guides to customers at reception.

WORKING WITH SCHOOLS

Attended 9 careers fairs and talks at assemblies in local schools.



ACCESSIBILITY

IN 2019 WE...

CHAMPIONING ACCESSIBILITY

Presented at the 64th Museum Store Association Conference in San Diego, USA, to international delegates about accessibility excellence within the visitor attraction industry.

TIME TO CHANGE INITIATIVE

Signed up to the Time to Change initiative, demonstrating our commitment to tackling the stigma of mental health issues in the workplace.

SUNFLOWER LANYARDS

Signed up to the Sunflower Lanyard scheme, recognising when visitors with hidden disabilities may need additional support.

SAFE PLACES SCHEME

Registered as a 'Safe Place' with Hull City Council and Humberside Police, offering support to vulnerable people when they are out and about, and acting as a site for those feeling scared, lost or confused.

BLUE BADGE ACCESS AWARD

Received the Arnold Fewell Award for Most Inclusive Building, commending the crew for their commitment to accessibility and praising the range of tools available.

QUIET DAYS

Delivered 3 quiet days, both peak and off peak for visitors who prefer a brighter and more tranquil environment. All days included signed BSL presentations and additional tactile sessions.

NOT EVERY DISABILITY IS VISIBLE

Opted in to this scheme, ensuring those with invisible conditions are able to feel comfortable using our accessible facilities.

SENSORY PACKS

Loaned out free sensory packs containing our social story, ear defenders, colouring sheet, crayons and a sensory toy to young people with autism.



WHITE ROSE AWARDS

Received the Gold Award at the 2019 White Rose Awards in the category of Inclusive Tourism, which showcased the measures installed by The Deep to make the attraction accessible to all.

The Deep was praised for reaching across all levels of understanding, promoting ecologically friendly practices as well as delivering projects in a way that promotes inclusivity and takes into account sensory elements.

REACH AND IMPACT

IN 2019 WE...

MARINE THEMED TOILETS

Installed marine themed graphics to a further 22 cubicles and 3 accessible toilets, ensuring The Deep's personality shines through all of its facilities.

VAQAS ACCREDITATION

Received a score of 86% from the Visitor Attraction and Quality Assurance Scheme mystery shopper, ranking us as very good.

NATIONAL LOTTERY

Welcomed the National Lottery team to Hull to celebrate its 25th birthday. As a National Lottery funded attraction, we were assigned a number within the lottery draw.

QUESTION OF SPORT

Filmed the mystery guest segment for BBC Question of Sport with Hull boxer Luke Campbell.

GROUP FAMILIARISATION

Hosted an event in partnership with Visit Hull and East Yorkshire, welcoming 22 tour operators to the city and showcasing what The Deep has to offer.

£5 OFFER WEEKENDS

Offered a series of special £5 ticket weekends throughout December for families who may not usually be able to afford to visit. These promotional weekends were geographically targeted within our 90 minute drive-time and attracted over 350 guests.

IUCN DISPLAY

Installed a new display showcasing the work of The Deep's IUCN Marine Red List Officer.

8 MILLION VISITORS

Reached the 8 millionth visitor since opening in 2002. The lucky family are from Hull and have been rewarded with a VIP penguin experience.



SOCIAL MEDIA

Attracted a total of over 13,500 new social media followers across Facebook, Instagram and Twitter.

WEBSITE

Attracted over 555,000 visitors to our website to find out about their day at The Deep.

CONGRATULATIONS

Shared our visitors' good news through 94 signs in our exhibits including proposals, birthdays and baby gender reveals.



GLIMPSE INSTALL

Created a brand new 'behind the scenes' exhibit called Glimpse, showcasing 8 areas not usually on public show. These include the main plant room, which has been transformed to feature interactive stations, a glass floor over the visible valve pit and more.

This exhibit gives visitors the chance to learn more about the science and engineering that keep the aquarium running.



THE DEEP BY NIGHT

IN 2019 WE...

RESTAURANT

Welcomed over 4,000 diners to enjoy a locally sourced menu, dining in front of the marine exhibits on Thursday, Friday and Saturday evenings.



LOCAL SUPPLIERS

Forged new relationships with local suppliers that meet our sustainability guidelines. Among these are Ribblesdale Cheese Company, Flour and Feast, Yorvale Ice Cream and Jillys Homemade Preserves.

VALENTINE'S

Celebrated Valentine's weekend with 141 couples at Two Rivers Restaurant, dining in Endless Ocean close to the sharks, or in Cool Seas with the jellyfish.

UNIQUE WEDDINGS

Delivered 9 intimate wedding ceremonies at various tank side locations.

CORPORATE EVENTS

Delivered 16 corporate events to local, regional and national clients including Dunlop Marine and Fisheries Society of the British Isles.

PRIDE PROM

Hosted the city's first ever Pride prom for under 18s, welcoming 100 youngsters from the LGBT+ community.

HULL FOOD & DRINK AWARDS

Nominated and shortlisted for the Hull Food and Drink Awards by visitors to Two Rivers Restaurant.

SLEEPOVERS

Delivered 69 sleepovers to 6,339 children from organised groups including 5 adapted accessible events for young people with disabilities.

PRIVATE DINING

Welcomed 68 couples to enjoy a private evening viewing and exclusive dining experience in our underwater viewing tunnel.



CHRISTMAS PARTY NIGHTS

Ran 6 eco-friendly Christmas party nights using completely plastic-free decorations and consumables.



UPGRADED MEETING ROOMS

Revamped the Business Centre meeting rooms with marine theming.



BUSINESS CENTRE

IN 2019 WE...

ENERGY SAVING

Installed new energy efficient hand driers and removed hand towels, reducing carbon emissions by 920kg per annum. Invested in sensor controlled lighting in kitchens and toilets, reducing electricity usage by 30%.

INCREASED OCCUPANCY

Increased occupancy levels by 12% to 95% with 5 companies all new to the city; 2 new business start-ups and 3 expansions with most of these representing the digital and green energy sectors.

WORKLIFE BALANCE

Hosted events for Worklife Balance Week, on topics such as smoking, diabetes and exercise. Facilitated massages for business centre clients as well as Deep staff.

BUSINESS WEEK SPONSORSHIP

Contributed financially to Hull Biz Week, encouraging businesses to become involved in projects with students that improved literacy and promoted an interest in science.

SUPPORTING CHARITIES

Were a finalist in the Community Engagement category in the FlexSA awards for supporting the Hull Homeless Outreach and Andy's Man Club projects within the city.

WORK EXPERIENCE

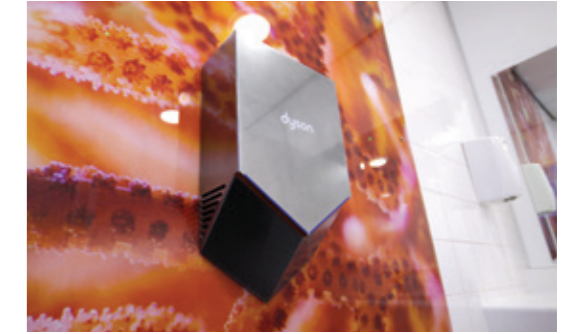
Provided 5 work placements in partnership with Hull Business Training Centre (HBTC).

FACILITY UPGRADES

Upgraded and redesigned both kitchens to accommodate waste stations. Revamped toilets with marine themed graphics and introduced a brighter, more vibrant colour scheme throughout.

MEETINGS SHOW

Exhibited alongside KCOM, Doubletree Hilton and Bridlington Spa at The Meetings Show in London with Visit Hull and East Yorkshire, attracting national and international delegates and event organisations.



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

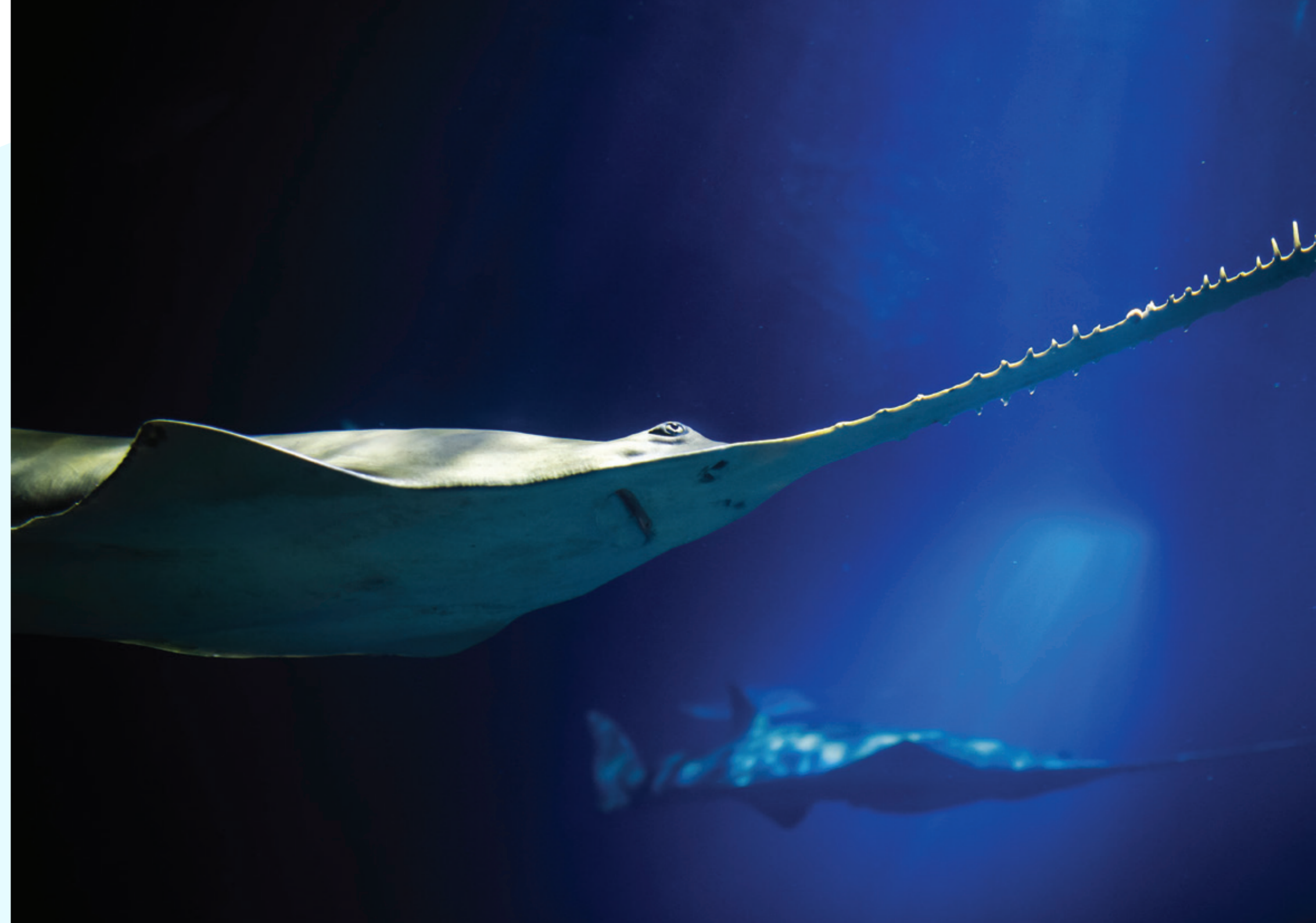
BIAZA (British and Irish Association of Zoos and Aquariums)
Animal Behaviour and Training Group
BIAZA Aquarium Working Group
BIAZA Communications Working Group
BIAZA Conservation Education Committee (Northern Region)
BIAZA Council
BIAZA Membership and Licensing Committee
BIAZA Terrestrial Invertebrate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

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
Learning Outside the Classroom
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





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THE DEEP

For conservation, not profit.