

2022 signified a milestone for The Deep, a celebration year that: finally drew a line under the pandemic, commemorated our 20th Anniversary, and initiated a new strategy period.

Immense pride came with all of this, along with an opportunity to reflect on the last 20 years, especially for long-standing Crew members.

The Deep has grown in many ways over the years, not least in its reputation, which is now globally recognised. From a regeneration project and visitor attraction that told the story of the oceans, The Deep has matured into the conservation and education charity it is today, continuing to attract audiences from around the UK and contributing to the local economy. The brand values are as relevant today as they were when first written 20 years ago. Driven by the Crew, our unassuming, welcoming, committed, and ethically sound approach continues to serve us well.

Detailed in this review are many of our actions in support of The Deep's charitable objectives for 2022. Our anniversary year was marked with the creation of a time capsule including a 'sound bank' of The Deep. A Crew photo mosaic was created and bespoke penguin footprint casts were given to those Crew members achieving 20 years of service. We celebrated the Platinum Jubilee of Her Majesty Queen Elizabeth II and mourned her passing. We also welcomed 3 new Board members during the course of the year and, remarkably, the 9 millionth visitor passed through the doors of The Deep.

It is with great pleasure that we share with you our numerous outputs of 2022. I would like to thank the board members for their continued support and guidance and the visitors of The Deep who are the drivers of our work. Importantly however, I would like to thank all The Deep Crew who have worked incredibly hard to deliver these outputs.





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.

THE DEEP'S BRAND VALUES

The Deep's values were first written in 2001 and they remain equally as relevant in 2022

CHALLENGING

- Stimulating without gimmickry
- · Setting new standards and targets
- · Striving for a better future
- Challenging convention and preconceptions
- · Challenging through participation

WORLD CLASS AMBITION

- Determined to be among the best, by anybody's standard
- Confident but not boastfu

INCLUSIVE

- · Welcoming: not exclusive
- · Open to al
- · Enjoyed and appreciated by all
- Understood by all
- · Not patronising

SMILING

- Fun: not flippant
- Friendly
- · Welcoming
- Considerate
- Caring

ENRICHING

- Rewarding though not worthy
- Cultura
- Social
- Economic
- Environmental
- Urban regenerative enrichment
- Quality of life
- Learning
- Informing
- Thriving

INTEGRITY

- Honest
- · Truthfu
- Reliable
- Knowledgeable
- Accurate
- Authoritative

INSPIRATIONAL

- · Visionary but never pretentious
- A beacon for 'can-do' achievemen
- · Raising expectations
- Stimulating civic pride
- · Creating new opportunitie





9 MILLIONTH VISITOR

The Deep saw its 9 millionth visitor pass through the doors towards the end of the 20th anniversar year.

CREW MOSAIC

In celebration of The Deep's 20th Anniversary, a mosaic was created. Featuring photos of the Crew and exhibits, it was displayed in reception.

SOUNDBANKING

A 'soundbank' was created for The Deep's 20th Anniversary Time Capsule by local creative Nathan Kirby. The 'soundbank' captured a point in time of sounds around the building. This was released into the public domain, making the sounds free to access by musicians for the creation of music, and as foley/sound effects, for video/audio.

AWARD-WINNING AUTHOR

Award-winning author, Christina Gabbitas, celebrated the launch of the animation of her children's book *Save Us* at The Deep.

This popular family event received local press and socia media engagement.



EXHIBITION, EVENTS, AND CULTURE

THE DEEP PRESENTED...

- February half-term Extinction: The History of Life
- Easter Life in the Humber
- May half-term The Royal Ree
- Summer Shark Summer
- October half-term Vital Venoms and Practical Poisons
- Christmas Polar Fest

COOL SEAS REFURBISHMENT

With thanks to Biffa Award Funding, 2022 has seen the design and refurbishment of the Cool Seas gallery, updating this space to focus on our important local habitats with exciting live and audio visual exhibits.

TACTILE OCEAN ART

Local artist Sandra Holle facilitated two fun, hands-on, family workshops at The Deep. Sandra led story telling around imaginary seafloor creatures leading to mini plaster-cast sculptures being created to take home as a momento.

R.MCL LIVE FROM THE DEEP

Following the previous year's success, Richard McLester returned to The Deep to perform alongside Guy Gardner This electronic/jazz collaboration was streamed online and also performed to a live audience.

SEAGRASS FESTIVAL

Over two events, The Deep celebrated the importance of seagrass meadows, highlighting the work of the Yorkshire Wildlife Trust at Spurn Point. Visitors took part in preparing seagrass seeds in hessian bags ready for planting out at Spurn. Other activities included the creation of a seagrass mural with Spray Creative.

THE PIRATES OF CHRISTMAS ISLAND

She Productions performed this Christmas story to audiences within The Deep's Sea Lab. The Deep was also pleased to help support the creative development of this tale with its marine biology information.

INTERNATIONAL SAWFISH DAY

In celebration of International Sawfish Day, The Deep hosted family engagement talks and activities highlighting critically endangered and endangered sawfish (IUCN Redlist).

PARTNERING WITH ØRSTED AND YORKSHIRE WILDLIFE TRUST

Funding provided by these organisations has allowed The Deep to design new seagrass themed exhibits, formal education sessions, and an external sculpture which is due to be launched in 2023. This support has enabled The Deep to highlight the importance of seagrass meadows.





EDUCATION

UNIVERSITY OF HULL MUSIC COLLABORATION

The event formed part of the students' university portfolio of work, through music composition inspired by, and complementing, The Deep. It culminated in public performances during The Deep's opening hours. The results of this were very well received amongst Deep Crew and visitors.

DIVE DEEPER TALK EVENINGS

During 2022, The Deep held two Dive Deeper talk evenings. The events, aimed at the adult audience, delivered science based topics in a relaxed environment. 6 speakers took to the stage, covering topics including Seaweed Farming, Coastguard Search and Rescue, and Life in the Humber.

INSPIRING CAREERS

Deep Guides planned and delivered virtual sessions from within the attraction, with exhibits as the backdrop, to 10 local primary schools, reaching over 2,000 pupils in July 2022. This was well received by the schools and covered careers found at The Deep from marine biology to hospitality.

TURNING THE TIDE

The Deep's nosecone provided the staging for this interpretive dance initiative which explored the role of women in the renewable energy and offshore wind sector, resulting in a creative, performance-based, film and podcast for exhibition.

HOME EDUCATORS

Home educator families enjoyed a number of sessions throughout the year designed for Early Years Foundation Stage through to Key Stage 4. A total of 139 children participated.

FORMAL EDUCATION

The Deep's education team taught 15,200 students from preschool to university. With demand for environmental topics, new workshops have been developed for all key stages, with a focus on climate change, ocean acidification, and polar habitats.

HUMBER STEM 2022

This event for local primary school pupils (Year 5/6) was attended by 27 science and technology based companies alongside Deep Crew who delivered engaging workshops on the marine environment, diving, marine species, and the aquarium sector.

"To put it simply, you are all amazing. I feel that today has been an incredible success. The children were challenged and engaged throughout the day." – Event organiser

SALTERS' INSTITUTE

The Deep's Scientific Advisor, Christina Roggatz, produced a Chemistry Club video for Salters' Institute on Ocean Acidification. Using The Deep's displays and animals as a setting, the video explains the complex topic of ocean acidification to school-aged children.

WORK PLACEMENT

The Deep hosted work placement opportunities for a range of young people. This included student teachers who spent two weeks with Educational Crew, 20 Year 10 and sixth form pupils from local schools and colleges. Weekly visits by students of St Anne's School also took place, and a bespoke accessible placement day was designed and delivered for Frederick Holmes School.





SCIENCE AND CONSERVATION

SUPPORTING STUDENT RESEARCH

In 2022, The Deep supported 8 research projects from students at The University of Hull at BSC and MSC level

MOTUS WILDLIFE TRACKING SYSTEM

A MOTUS aerial was installed on The Deep's roof, providing live data to the MOTUS system. The aerial is currently 1 of 14 in the UK, with the network growing around the world, tracking migratory birds and bats. View the website at www.motus.org

WEATHER STATION

The University of Hull installed a weather station ('WeatherAtTheDeep', Davis' Weatherlink app) on The Deep's roof which is part of the University's SuDSlab network (Sustainable Drainage Systems). Data feeds into this city-wide initiative on green-blue infrastructure to better understand the performance of managing water quantity (reducing flood risk) and quality (improving ecosystems).

SUSTAINABLE PALM OIL COMMUNITIES

In collaboration with Chester Zoo, The Deep launched a campaign to make Hull and East Yorkshire a Sustainable Palm Oil region by engaging with local businesses, workplaces, restaurants, and food providers. The aim is to encourage a change to Certified Sustainable Palm Oil products to protect rainforest habitats from nonsustainable palm oil production. With support from AAK and Murdoch Associates, The Deep is championing this campaign throughout the region.

INATURALIST

The Deep joined the 'Spotted on Site' BIAZA Project and with the help of the general public made 389 individual observations, spotting 141 different species which were logged on the iNaturalist app.

SUPPORTING GREEN ENERGY WITH SSE

The Deep supported SSE with a 10-day investigation on how to remotely monitor sealife beneath offshore wind farms. Sensors were deployed into The Deep's Endless Ocean exhibit as part of this monitoring project.

The equipment included 4 hydrophones, LiDAR, RADAR, and underwater cameras. The project was able to prove the methodology that could be adopted by offshore wind farms to better monitor environmental impact.

SNAP

The SustaiNable Aquariums Project (SNAP) fish breeding programme ended in October 2022 after having successfully completed the lifecycle of 6 coral reef species from egg collection to reared adults.

Over 1,500 cultured individuals were returned to the aquarium partners where they are now on display and ambassadors for the project. Numerous unique protocols were developed for the collection, transportation, settlement, hatching, rearing, and feeding of the laval fish.

SPURN OYSTER PROJECT

Deep Crew assisted with the Yorkshire Wildlife Irust's Oyster Biosecurity Day. Native juvenile oysters were transported from the fishery in Morecambe Bay in order to relocate them to the trial growth site within the Humber Estuary where they were cleaned (to ensure no invasive species were brought into the area) before release.



SEA TURTLE RESCUE

In November 2022, The Deep was able to return to the New England Aquarium Rescue Centre to continue assisting in their mission to save cold stunned sea turtles. This work is extremely important as the majority of the strandings are critically endangered juvenile turtles, including the species Kemp's Ridley. The Deep sends its turtle experts to help on the ground, searching for stranded hyperthermic turtles and assisting in the hospital to assess and treat those turtles brought in. Hundreds of turtles pass through the centre in the busy season of November/December each year which is when The Deep Crew support the programme.



COMMUNITY ENGAGEMENT

DEEP CLEANS

The Deep continues to provide free litter picking kits at reception to the public, which were funded by Sea Changers. The equipment has been borrowed numerous times; logs about the litter have been returned, with unusual 'finds' including a witch's hat, a washing up drainer and a firework!

"It was fantastic for our primary school to be able to borrow this equipment. The children enjoyed taking part in a local community litter pick as part of their caring for our planet topic."

"My children did 2 hour litter picking on our country lane and we filled 7 bin bags, a lot of it was disposable gloves, masks and plastic bottles thrown by passing lorries and cyclists."

RSPB

The RSPB engaged with The Deep's visitors over two different weekends about their Humber wildlife conservation initiatives, offering advice and tips on how to create wildlife-friendly spaces in home gardens and raising awareness of *The Big Garden Bird Watch*.



SUPPORT AND AWARENESS

The Deep was proud to support a number of local and national causes by lighting up the building to raise awareness and pay respect to:

- · Support Ukraine (blue and yellow)
- · Organ Donation Week (pink)
- · Childhood Cancer Awareness Month (gold)
- · Happy 100th Birthday Jean Bishop (yellow)
- · The Passing of HRH Queen Elizabeth II (purple)
- · World Prematurity Day (purple)

HRH QUEEN ELIZABETH II'S PLATINUM JUBILEE

The Deep worked in partnership with the Hull City Council events team to host a lone piper and bugler playing music written for the jubilee celebration. As part of the city centre event, The Deep's nose cone was lit up purple to coincide with the lighting of the beacon and for the remainder of the bank holiday.

HUMBER WASTE ALLIANCE ART COMPETITION

The Deep exhibited the shortlisted artworks from local children, made from recycled materials. Visitors voted using bottle tops to choose the overall winner. Adela (age 6) won a school trip to The Deep.

HULL SCIENCE FESTIVAL

Deep activities at the Hull Science Festival (University of Hull) engaged with many families who were keen to explore the activity stations that were on offer and immerse themselves through experimentation and play Guiding Crew ran hands-on family learning around the subjects of marine food chains, coral reefs and plastic pollution, and enjoyed the ever popular 'turtle hospital' activity.

FOLLOW THE THREAD

The Follow the Thread exhibition from Risky Cities was hosted in The Deep's Observatory. Visitors to this free to attend exhibition experienced Hull's watery history brought to life in textiles and sound. It showcased community responses to stories identified by the Risky Cities project from the city archive, exploring adaptation to, and thriving alongside, water and flooding.





COMMUNITY ENGAGEMENT (CONT.)

RNLI

'WE ARE CREATIVE'

'KIDS IN MUSEUMS' TAKEOVER DAYS

87 GALLERY CHILDREN'S ART GROUP

SEWERBY HALL OUTREACH







REACH AND IMPACT

CONFERENCES

The Deep participated at the following events, including presentation and workshop delivery:

- Association of Cultural Enterprises Conference
- BIAZA Conservation Education Conference
- BIAZA International Women's Day
- · Coral Reef Symposium
- EAZA Sea Turtle Workshop
- National Aquarium Conference
- International Aquarium Congress

BIAZA HERO AWARD

Long-standing Deep volunteer Jan Leak was nominated by The Deep and honoured for her outstanding contribution in a special new BIAZA Award: the 'Zoo and Aquarium Hero'.

THE DEEP'S VOICE

Over the course of 2022, The Deep has been asked to participate in high level discussions including the Defra review of the Secretary of State's Standards for Modern Zoo Practice, the Energy Price Review for the Energy and Trade Intensive Industries Scheme, the de Bois Review for Destination Management Organisations (Department of Culture, Media & Sport) and the Transport Review (Kingston upon Hull City Council).

HELPING OTHERS

488 tickets were donated in 2022 to other charities to help with their fundraising initiatives.

PROJECT YORKSHIRE

The Deep featured in this film and was listed as an official partner. Developed by award-winning producers that have worked on some of the biggest Hollywood productions in the world and narrated by Sean Bean, the film aimed to boost tourism, inspire investors and promote the region. It can be found at www.projectyorkshire.co.uk

VISITORS WELCOMED

In 2022, 456,825 visitors were welcomed to The Deep.

WILDLIFE PHOTOGRAPHER OF THE YEAR

The Deep proudly sponsored the Wildlife Photographer of the Year exhibition hosted by Sewerby Hall from May to July 2022.







SUSTAINABLE TOURISM

WESTON COMMUNICATING CLIMATE CHANGE

The Deep successfully secured a place on the Weston Communicating Climate Programme (in partnership with Media Trust, Garfield Weston Foundation and MG OMD) which supports UK environmental and climate charities to enhance the reach, power and impact of their communications

YORKSHIRE SEAFOOD KITCHEN

In partnership with the Yorkshire Wildlife Trust, The Deep welcomed award-winning local chef Rob Green and his food truck to deliver sustainable seafood cooking demonstrations in his role as a UK Chef Ambassador for Seafish.

FOOD & BEVERAGE SUSTAINABLE ACTIONS

Changes have included:

- Swapping to Teapigs; plastic-free teabags are now the mainstay of the café.
- Individual sauce sachets have been replaced by pump dispensers.
- The Food & Beverage team continues to work hard to review supply chains to ensure sustainable palm oil use
- A switch to Sea Change wines who have a sustainable production and packaging commitment along with financial donations to marine causes.

CONTACTLESS BUSINESS CARDS

The Deep swapped from printed to contactless business cards with Adapt ID. The environmentally friendly, digital profiles allow multiple changes to profile information preventing waste.



ACCESS FOR ALL

ACCESSIBLE RECRUITMENT

In conjunction with HCUK, The Deep ran two academy training courses for unemployed people hoping to enter the hospitality industry. This resulted in the recruitment of 4 Crew to The Deep. Partnerships with This-Ability and Worklink were also successful in attracting diverse talent into the F&B Crew, and Goodwin Project for the Guiding team.

CONCRETE YOUTH SEA SENSE

Sea Sense, Concrete Youth's sensory story massage programme, was delivered on a monthly basis, in partnership with The Deep for people with profound and multiple learning disabilities (PMLD). Concrete Youth's multi-sensory specialists delivered original, sea-themed story massage for a group of people with PMLD, who enjoyed this free session from the comfort of yoga mats whilst surrounded by the creatures of The Deep

"10/10" for The Deep today. The lady on reception was so helpful with my son and I. The added bonus is the ocean-themed Changing Places, which was super clean!" - Louise G

QUIET DAYS

A Quiet Day was held in 2022. BSL interpretation of Guide presentations was delivered alongside increased lighting and a calmer environment which was was also enjoyed each term-time week on Tranquil Tuesdays.

ROOM 42

To enhance the accessibility of experiences within the Husbandry Department, The Deep worked with Room 42, an initiative to support young people leaving care, with 'behind the scenes' tours for young champions, followed by more formal work placements and volunteering opportunities for a number of individuals







THE DEEP AT NIGHT

CORPORATE EVENTS

The Deep welcomed 22 client events totalling 2,000 guests who enjoyed dinners, drinks receptions and parties.

"Just wanted to say a huge thank you again on behalf of myself and everyone at Medsoc. Friday night was honestly amazing and far exceeded my expectations. The food was lovely (it got many compliments), the DJ was good and it looked amazing."

"Everyone had such a nice time and I don't think it could've gone better. Thank you for all your help in organising and making it happen." – Eva Gould

SUSTAINABILITY WITHIN EVENING EVENTS

Encouraging our guests to follow The Deep's sustainable ethos, this year saw the removal of balloons as decorations and clients enjoyed using the complimentary themed, reusable and sustainable table centres.

WEDDINGS

The Deep hosted 8 weddings from small, intimate events to large, party-style, celebrations.

SLEEPOVERS

4,196 youngsters took part in sleepovers, learning about marine life whilst enjoying craft activites, a guided tour, and a chance to sleep alongside the exhibits.







THE DEEP BUSINESS CENTRE

STATS

In excess of 250 people are working from the Business Centre.

64 individual organisations are based at the Business Centre including virtual office clients.

The Deep's Business Centre has been operating for 21 years.

DAY MEETINGS

The Business Centre facilities can be booked by any client and this year 575 bookings were made, with over 4,320 delegates welcomed.

21st ANNIVERSARY CELEBRATIONS

The Business Centre officially opened in February 2001 so we celebrated by sharing our love and appreciation of all our clients with Valentine's cupcakes, hand delivered to all offices along with cups of tea and coffee served by the Business Centre team.

"A main reason why we came to The Deep – its central location and the quality of the facilities and support, help to attract people to come and work for us and we hope that will continue as we expand." - Leon McQuade, Think Cloud

"I just wanted to say thank you for all your help and support in getting Freightport set up in Hull. They have been a great success and it would not have been possible without your help." - Andy Bonner, Freightport

BUILDING A COMMUNITY

The Community enjoyed some seasonal activities including an Easter Egg Hunt, a celebration of the Queen's Jubilee with a "Royal Treasure Hunt" and a Christmas lunchtime celebration with food provided by The Deep.











SUPPORTING LOCAL CHARITIES

The Deep's Business Centre and its tenants support a number of charities though event and awareness raising This year the focus has been on Dove House Hospice, Tommy', and Andy's Man Club (based at the Business Centre).

CLIENTS

The Deep Business Centre supports a range of clients, including a number of long-term clients. The Business Centre continues to welcome new clients with seven organisations joining this year including, three local (one being a new start-up operating globally), three national and one large international logistics company. The first new client of 2022 was Helping Hands, who were new to the area.

DEEP COMMITMENTS

HOME

Advisory Board for the Novel High Performance Wave Energy project

Chair of Constellation Trust

Disability Confident

Freedom Festival Arts Trust

HEY Creative

Hull & Humber Chamber of Commerce

Hull BID

NHS Working Voices

Visit Hull & East Yorkshire

Yorkshire Accessible Museums Network

NATIONAL

Animal Behaviour and Training Working Group

BIAZA Aquarium Working Group

BIAZA (British and Irish Association of Zoos and Aquariums)

BIAZA Conservation Education Committee (Northern Region)

BIA7A Council

BIAZA Membership and Licensing Committee

BIAZA Terrestrial Invertebrate Working Group

FlexSA (Flexible Workspace Association)

Humber Nature Partnership

INTERNATIONAL

EAZA (European Association of Zoos and Aquaria)

EAZA Monitoring Programme Coordinator for Himantura Complex

EAZA Sawfish Studbook Programme Coordinator

Monitoring Programme Coordinator for Epaulette Shark

WAZA Aquarium Committee

WAZA Membership and Professional Ethics Committee

MEMBERSHIPS

British and Irish Association of Zoos and Aquariums

World Association of Zoos and Aquariums

Association of Cultural Enterprises

European Union of Aquarium Curators

Humber Food Partnership

Humberside Occupational Health and Safety Group

Humber Waste Alliance

Yorkshire Attractions Group

















