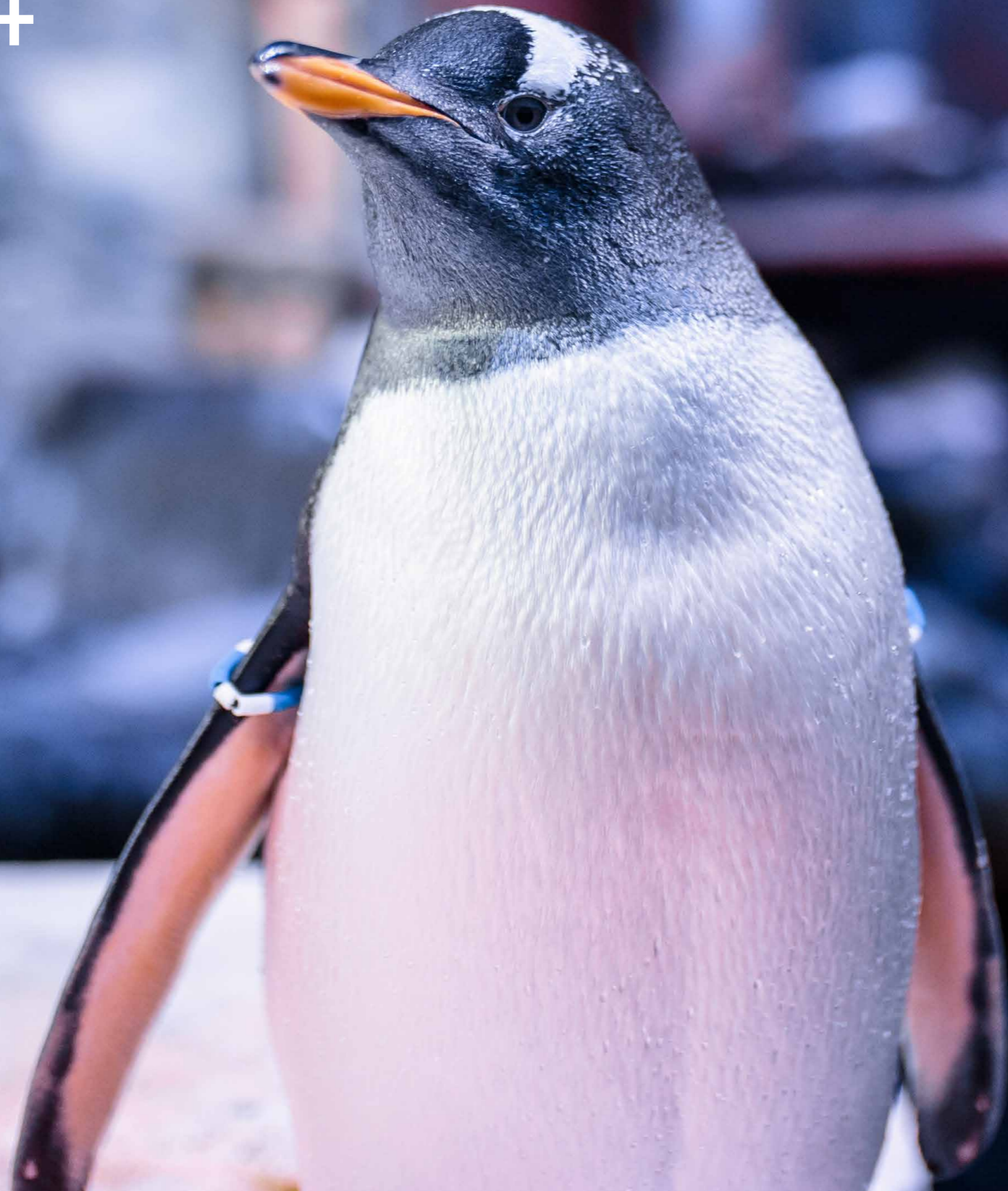


YEAR IN REVIEW

2024



THE DEEP

For conservation, not profit.

INTRODUCTION

2024 signalled the end of an era for The Deep. It was with great sadness that we lost our Chairman and founder.

Honorary Alderman David Gemmell OBE (1940-2024) was Chairman of The Deep from its inception to the time of his passing in March 2024. Alongside an esteemed career dedicated to the City of Hull, David was the inspiration behind The Deep.

David would often reflect on his earliest memories of developing the concept of The Deep whilst working on the tourism strategy for the City of Hull, as the Councillor with the portfolio for leisure services, culture, media and sport. He and Colin Brown (the then Director of Leisure Services at Hull City Council, who became the Chief Executive of The Deep until 2017) recognised that Hull was a great city for tourists but that it lacked an iconic visitor attraction to draw people from outside the region. Inspired by a visit to the Natural History Museum in London in 1995, the concept of a 'natural history museum of the sea' was born on the train journey home and, from there, developed The Deep.

Over the course of the next seven years David led the project team which raised £45.5 million in funding to realise the dream of building this Millennium Project. The Deep opened in 2002 by which time its charity was formed and David was at the helm as its Chairman. The Deep was an immediate success and work started straight away to increase its size, with a further £6.8 million of funding secured to add an extension which opened in 2005.

David was dedicated to The Deep's commitment to marine conservation and education. He loved the exhibits, and seeing the impact they had on visitors. He was always very proud and supportive of The Deep's Crew and the positive contribution everyone in the organisation was making towards The Deep's mission.

Almost 30 years on, The Deep has been steered by David to become a world-class aquarium and charity, employing 150 people, welcoming nearly 10 million visitors to date and worth over £18.5 million to the local economy every year. David led the Board throughout this time, absent for only three meetings in almost thirty years.

This year also saw great change on The Deep's Board with many Trustees coming to the end of their terms of office. We thank our outgoing Trustees immensely for their service, hard work and commitment over the years and welcome our new Trustees to join and guide us on this next chapter.

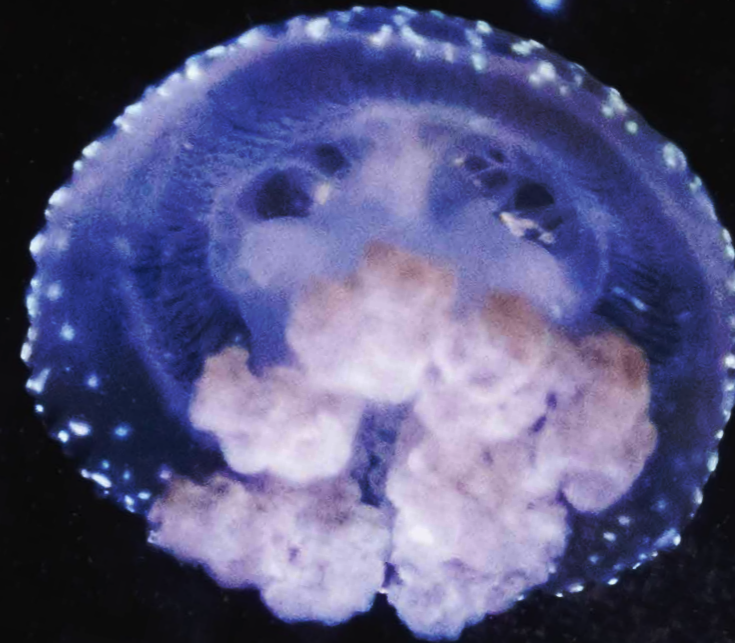
Whilst we have missed David's counsel immensely, we are proud that in 2024 The Deep achieved many things in support of its conservation and education mission. We are delighted to share those with you here in our Year in Review for 2024.

Katy Duke
- CEO



WHO WE ARE

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



OUR MANTRA

The Deep, an icon for the City of Hull, drawing half a million people each year.

But is that all?

Is The Deep simply about great days out and making fun memories?

Or is there something more—something deeper?

A purpose your visit supports, guiding our work and motivating our crew.

What are we for?

The Deep – For the oceans, for their future.

For a world that thrives because we stand together.

United, taking small yet crucial steps to make a difference.

Dedicated to education, to conservation, we are here...

A centre for science, a home, a nursery, a school, a sanctuary.

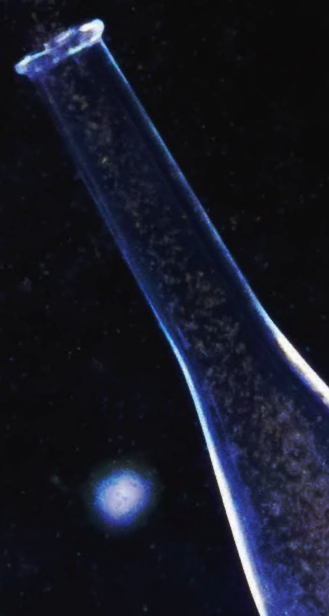
Inspiring change, fostering responsibility and love for our connected world.

We are all defenders, champions and ambassadors for the wild oceans.

This is our purpose,

For in the health of our planet, lies our future.

The Deep – For conservation, not profit.



SCIENCE & CONSERVATION

PENGUIN CHICK

Welcomed the arrival of a female Gentoo penguin chick, hatched to parents Nessie and Stanley on the 9th June. The penguin was named Lillian, inspired by Hull-born British fisheries worker, Lillian Bilocca, who campaigned to strengthen safety legislation in the trawling industry. The chick is part of the European Breeding Programme for Gentoo penguins, which ensures a healthy and genetically diverse population across Europe, so zoos and aquariums can continue to raise the profile of global penguin species.



BIAZA SPOTTED ON SITE CAMPAIGN

Continued to participate in BIAZA's Spotted on Site campaign, with Crew and visitors using the iNaturalist app to track sightings of native wildlife around The Deep's site. Since joining the campaign, The Deep has recorded over **1,000** observations, a major milestone which was celebrated.

NORTH AND EAST YORKSHIRE ECOLOGICAL DATA CENTRE (NEYEDC)

Supported NEYEDC in helping to promote awareness for Hull's City Nature Challenge using the iNaturalist.org app.

STUDENT PROJECTS

Supported **5** student projects in 2024.

BEACH CLEAN

Hosted a beach clean event at Hessle Foreshore to collect litter as part of the Marine Conservation Society's (MCS) annual 'Great British Beach Clean' campaign. Joined by over **60** volunteers, **33.47kg** of litter was collected and catalogued in just **2** hours, including a can of Fanta orange which expired in 1998.

CITY NATURE CHALLENGE

Participated in Hull's City Nature Challenge, organised by the NEYEDC. The city placed **7th** overall in the UK for number of observations and **6th** for number of species, totalling **7,047** and **1,188** respectively. These results are a huge increase on the totals for 2023.

BUG HOTELS

Constructed **3** bug hotels on site designed by local school The Hub and made from donated materials such as bricks, clay pipes and roof tiles. These are now amongst our green spaces in the car park. Colourful signage has been added to the area, encouraging visitors and passers-by to record any species sightings via the iNaturalist app.



LINCOLNSHIRE CHALK STREAMS PROJECT

Continued our partnership 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 Deep's expertise in water analysis is contributing to this important local initiative, and has helped towards formulating a conservation strategy plan for the Crystal Moss animal.



SCIENCE & CONSERVATION

NEW ENGLAND TURTLE RESCUE

Two Aquarists from The Deep travelled to Boston, Massachusetts, to assist the team of volunteers at New England Aquarium in rescuing cold-stunned sea turtles. Mass strandings sadly occur annually on Cape Cod's beaches. Climate change is impacting the seasons which can catch turtles out in cold temperatures. The species rescued included the critically endangered Kemp's ridley, Leatherback, Green and Loggerhead sea turtles. The work provides critical veterinary care and rehabilitation before releasing them back to the Atlantic ocean.



ROUNDTABLE ON SUSTAINABLE PALM OIL WORKSHOP

Hosted a RSPO Certification and Membership workshop in partnership with Chester Zoo, RSPO, Murdoch Associates, Efeca, East Riding of Yorkshire Council and AAK International. 25 delegates from diverse business backgrounds joined to find out more about the campaign.

SUSTAINABLE PALM OIL CHAMPION

Welcomed the University of Hull's catering department as a champion for sustainable palm oil in Hull & East Yorkshire. The organisation's catering department has pledged and made a commitment to only sourcing products that contain sustainable palm oil going forward.

TANSY BEETLE ACTION GROUP (TBAG)

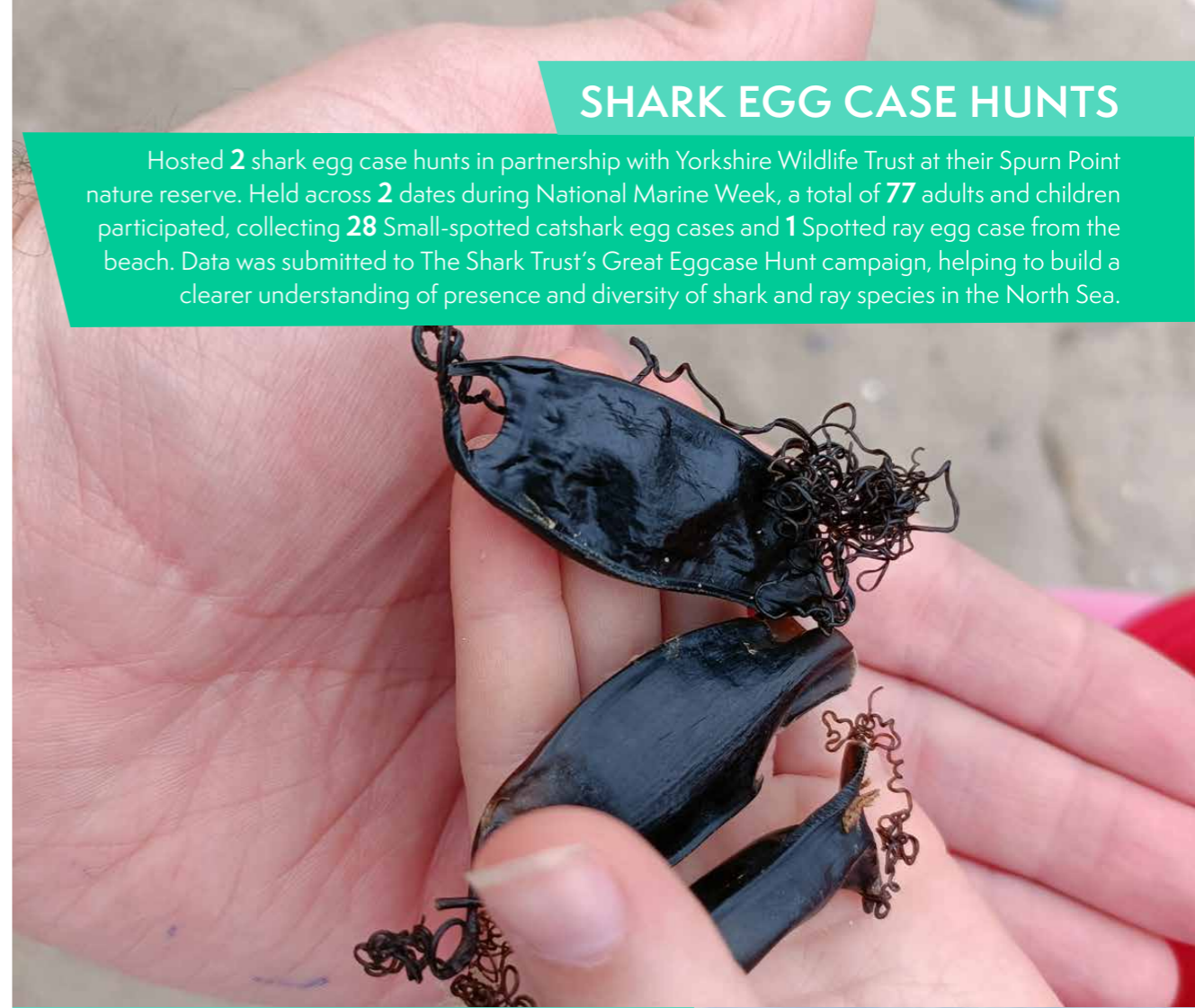
Continued to volunteer in the TBAG, as a liaison and surveyor on behalf of BIAZA. Our Aquarist recorded over 450 endangered Tansy beetle sightings on their transect near York.

BIODIVERSITY BOG GARDEN

Awarded funding from environmental charity Hubbub, in partnership with Starbucks, to transform a section of underutilised green space around The Deep's car park into a richly planted bog garden and stumpery. Donations of logs from the local community helped contribute to the biodiverse stumpery, alongside receiving a number of native wetland plants from Mires Beck Nursery for the garden.

SHARK EGG CASE HUNTS

Hosted 2 shark egg case hunts in partnership with Yorkshire Wildlife Trust at their Spurn Point nature reserve. Held across 2 dates during National Marine Week, a total of 77 adults and children participated, collecting 28 Small-spotted catshark egg cases and 1 Spotted ray egg case from the beach. Data was submitted to The Shark Trust's Great Eggcase Hunt campaign, helping to build a clearer understanding of presence and diversity of shark and ray species in the North Sea.



JELLYFISH RESEARCH TRIP

Invited on a jellyfish research trip to the National Oceanography Centre (NOCS) by the University of Southampton. Both Deep Crew and students shared knowledge and expertise via a series of presentations. This was followed by a trip out on The Solent on the University's vessel (the R V Callista) to collect tissue samples from native jellyfish species alongside other BIAZA aquariums, to carry out further research.



EDUCATION

HOME EDUCATORS' DAYS

Hosted 2 Home Educators' Days, welcoming 254 learners to explore themes of animal adaptation and under the sea.



'THE KINDNESS TOUR'

Received a mug of treats and a poem from a Year 3/4 class at North Ferriby C of E Primary School. The children decided to spread kindness around the city as part of their 'Kindness Tour' of Hull.

BISHOP BURTON SUPPORTED INTERNSHIP

Welcomed a student at Bishop Burton College to carry out a 9-week Supported Internship programme. This involved gaining valuable work experience across a variety of departments, from front-of-house to behind-the-scenes.

STUDENT PLACEMENTS

Welcomed 27 students from school years 10 to 12 for our popular Hospitality, Leisure and Tourism work placements. These students from local schools and colleges engaged in a range of responsibilities across multiple departments within The Deep, including Education, Retail, Guides, Reception, Food & Beverage, and Marketing. We also hosted 16 Aquarist work placement students and welcomed 14 Aquarist volunteers to assist the Husbandry team with a variety of tasks behind-the-scenes.

ST ANNE'S SCHOOL & SIXTH FORM COLLEGE

Supported 2 SEND students from local school, St Anne's, for work experience with The Deep's Crew over the autumn term.

FORMAL EDUCATION SESSIONS

Welcomed 17,552 students for formal education sessions, ranging from pre-school to university.

SCIENCE WITH BITE SESSIONS

Welcomed 34 learners to take part in The Deep's After School Immersive Learning sessions, themed on Adaptation, Classification and Conservation, supporting their studies and engagement with science.

FUTURE HUMBER'S STEM EVENT

Attended Future Humber's STEM event, hosted at the MKM Stadium. Helping to inspire the next generation on careers in STEM, local students took part in testing water samples, investigating the role of an Aquarist and even designing their own exhibit.

LOAN BOXES

Loaned 15 boxes filled with educational resources and artefacts out to schools across 44 weeks.

A SENSE OF ADVENTURE

Developed a brand new workshop, A Sense of Adventure, designed specifically for learners with Special Educational Needs and Disabilities (SEND) including those with PMLD and complex needs. The cross-curricular 30-minute session has been crafted for learners who benefit from a more sensory learning experience, encouraging an exploration of marine life through open-ended play and investigation.



KEEPER EDUCATIONAL EXCHANGE PROGRAMME (KEEP)

Participated in KEEP, the UK's first official Zookeeper Exchange Programme led in partnership with BIAZA, where keepers can work for a few days at other collections to learn skills and develop their animal husbandry knowledge. Participants have the opportunity to explore different approaches to animal nutrition, enrichment, and medical care. The first keeper to visit The Deep in 2024 was from Askham Bryan Wildlife & Conservation Park.

EXHIBITION, EVENTS & CULTURE

ENDLESS OCEAN MUSIC

Worked with a music student at the University of Hull to compose two original ocean-inspired pieces. Known as 'Sounds of the Sea', the music can be heard playing above our Endless Ocean viewing window.

DIVE DEEPER

Hosted two evenings of relaxed and informal talks, welcoming 7 speakers to cover a variety of insightful topics. 137 visitors attended across both dates to learn more about local and national conservation projects, including presentations on water safety, the positive impacts of blue/green spaces on wellbeing, and Tansy beetle conservation.

SEAGRASS FESTIVAL

Collaborated with the Yorkshire Wildlife Trust team to deliver our third seagrass festival to visitors. Across the weekend, over 2,000 hessian seed bags were created by visitors ready to be planted out at Spurn Point to restore the seagrass meadows.

SUPER SEAGRASS WEEKEND

Hosted a weekend event in line with World Seagrass Day to celebrate its importance as a vital coastal habitat.

ENDANGERED SPECIES WEEKEND

Raised awareness of some of the world's most threatened species through a weekend event to mark Endangered Species Day. Activities included 'Turtle Hospital', where children got hands-on helping a sick toy turtle, alongside a build your own coral reef and ecosystem Jenga game.

BIG BUG BONANZA

Celebrated Insect Week by holding a bug-themed weekend event. Through a series of interactive and hands-on activities, visitors discovered more about the lifecycle of insects and why they are crucial to ecosystems.

SHARK AWARENESS WEEKEND

Hosted a weekend of shark-themed activities in line with Shark Awareness Day. This included a range of talks, presentations and artefact handling sessions for visitors to enjoy.

'SAVE US' BOOK SIGNING

Hosted 2 signing sessions with award-winning author, Christina Gabbitas, for her book 'Save Us'. The event also presented an opportunity for visitors to submit their own inspired poetry, stories and artwork, to be in with a chance of winning a prize bundle donated by The Deep and Christina.



SEAGRASS SCULPTURE

Funded by Wilder Humber, a pioneering partnership between Ørsted, Yorkshire Wildlife Trust and Lincolnshire Wildlife Trust, a unique seagrass sculpture has been installed on site. Designed by local artist Emma Stothard, the sculpture is made from woven materials and also doubles up as a plastic bottle recycling bin. Through this sculpture, visitors have been able to learn more about the important conservation action Wilder Humber is carrying out on our local coastline.

THE WHALE WHO DISAPPEARED

Welcomed award-winning author and environmentalist, Emma Oldham, to deliver storytelling sessions of her book, The Whale Who Disappeared.



'THE PLAICE' CAFÉ

Carried out an exciting refurbishment of The Deep's third floor café, previously known as Castaways. Now with a new identity and branding, 'The Plaiice' features beautiful artwork by artist Jessica Eggers on the walls and menus, paired with The Deep's green and blue brand colours.

The
Plaice



EXHIBITION, EVENTS & CULTURE

EVENTS PRESENTED BY THE DEEP

FLIPPIN' MARVELLOUS

Held a themed event over February half-term to mark **10** years since our Gentoo penguin habitat opened.

NATURE IN ACTION

Collaborated with RSPB and Mires Beck Nursery to deliver Nature in Action over the Easter holidays. Visitors discovered more about biodiversity and how to encourage nature into their own gardens through interactive activities and demonstrations.

H₂O HEROES

Partnered with the RNLI, Coastguard and Humber Rescue for our popular H₂O Heroes event, held across May half-term. The RNLI team delivered throw rope training to Deep Crew, and Humber Rescue took the Guides on a rescue demonstration trip on the estuary, helping to prepare The Deep's Crew to cover topics such as water safety during the event.

DON'T WORRY BEACH HAPPY

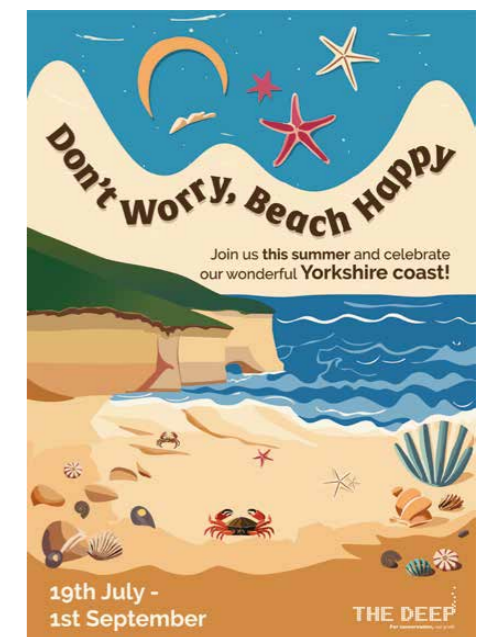
Celebrated our Yorkshire coastline and the variety of marine species it is home to over the summer holidays, through activities such as an interactive treasure trail.

LET'S GET GLOWING

Welcomed visitors to our Let's Get Glowing event over October half-term, focused on bioluminescent sea creatures and how they use their light to survive.

THE DEEP FREEZE

Hosted a winter themed event across the Christmas holidays, exploring Earth's incredible aquatic animals that are able to survive and thrive in extreme polar conditions. A giant igloo was constructed using over **1,400** milk bottles in Deep Blue One, for visitors to step inside and listen to our Crew delivering storytelling sessions.



THE DEEP FREEZE



REACH & IMPACT

MARCH OF THE PENGUIN MADNESS

Participated in Penguins International's March of the Penguin Madness social media campaign, a global light-hearted competition held every year to raise awareness of all **18** penguin species. Our Gentoo penguin, Lizzie, was nominated to take part and went head-to-head with other penguins from aquariums around the world. Gaining extensive media coverage from local news outlets, Lizzie received over **800** votes, reached the final **12** and was the last Gentoo in the competition.



VISITORS

Welcomed **452,939** visitors across the year.

MYSTERY SHOPPER VISITS

Received an Outstanding score of **94.7%** in our independently accredited 2024 Mystery Visit report.

CHARITABLE REQUESTS

Provided **588** free tickets in support of local charities and schools.

HEY CREATIVE CHARTER

Became a Founding Signatory for HEY Creative's Hull & East Yorkshire Creative Charter.

WEBSITE STATS

Increased the number of users to our website to a total of **645,599** in 2024. The most popular pages were Book Tickets, Online Shop and What's On.

SOCIAL MEDIA STATS

- Increased Facebook followers by over **2,700** bringing our total to **95,885**.
- Increased Instagram followers by over **2,200** bringing our total to **22,552**.
- Increased TikTok followers by **700** bringing our total to **8,128**.

HULL BID AWARDS

Shortlisted for the Outstanding Contribution Award in Hull BID's annual awards ceremony, receiving recognition for our transformative impact on the local community.

HULL POSTCODE OFFER

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 **949** people took up the offer, which is an increase of **56%** on 2023.

BBC BITESIZE CAREERS TOUR

Supported the BBC Bitesize Careers Tour, forming part of a panel of speakers presenting to local schools. Deep Crew members offered advice and information about careers, as well as an insight into their own journeys into employment.



REACH & IMPACT

GUIDE PRESENTATIONS

Delivered a total of **8,712** presentations to visitors across the year; this included artefact handling sessions, daily talks and school holiday event presentations.



FRIENDS OF THE DEEP

Received over **£1,100** in visitor donations from **68** new Friends of The Deep supporters. Their fish plaques are displayed on our supporters' wall in Reception.

CELEBRATION SIGNS

Shared our visitors' personalised messages through **134** signs in our penguin habitat, including proposals, birthdays and anniversaries.

HUMBER PLACE NARRATIVE

Supported the development of the Humber Place Narrative, a strategic initiative aimed at defining, promoting, and shaping the region's identity. It reflects the values and essence of the Humber, helping residents, businesses, and stakeholders align their actions with the region's shared goals. The Deep attended Future Humber's Place Brand launch event hosted at MKM Stadium as part of Humber Business Week 2024 and has become a Placebrand Ambassador.

LIGHTING UP THE BUILDING

Illuminated the building a variety of colours across the year to mark significant occasions and support charities, such as blue for Mental Health Awareness Week and green for Liver Cancer Awareness Month.

BANK OF ENGLAND VISIT

On 18 April, The Deep was visited by The Chief Economist of the Bank of England, Huw Pill, (his Private Secretary), Alex Golledge (the Bank of England's Agent for Yorkshire and the Humber), and Paul Mount (Deputy Agent for Yorkshire and the Humber). The Chief Economist was interested to hear first-hand how The Deep was finding things across the financial environment post-pandemic.

VISIT TO PARLIAMENT WITH BIAZA

Presented at the All-Party Parliamentary Group (APPG) for Zoos and Aquariums, to celebrate the launch of BIAZA's publication *More Than You Think – the Integral Role of Zoos and Aquariums in our Communities*.

The report explores the many ways member sites are contributing to society including in education, nature access and as cultural anchors.



COMMUNITY ENGAGEMENT

ASSOCIATION OF ANIMAL ARTISTS

Sponsored the 'Into the Blue' category of the Association of Animal Artists' annual art competition. We celebrated the winner, Paper Whiskers Art, on social media by sharing their beautiful piece titled 'Olive the Sea Turtle'.

GUIDE OUTREACH

Delivered **47** outreach sessions to organisations, including visits to local care homes and a virtual zoom session for Carers First in Lincolnshire. Delivered **2** online digital sessions to local organisations about career opportunities in STEM.

DEEP CLEANS

Continued to loan out litter picking equipment free of charge at Reception, encouraging visitors to help clean up litter from around their local area and record their findings. Our equipment was borrowed by **14** adults and **15** children over the course of the year.

VISIT TO YORKSHIRE WILDLIFE TRUST (YWT) NATURE RESERVE

Visited the YWT Nature Reserve at Spurn Point to learn more about the Wilder Humber partnership. This included an overview of the work they are carrying out to restore seagrass meadows and reintroduce native oysters to the Humber estuary. The trip involved a look behind-the-scenes at the project work, as well as a group ride in the YWT Unimog on the beach.

HULL FAIRTRADE CELEBRATION EVENT

Attended the Hull Fairtrade Celebration Event 2024, facilitated by Hull Fairtrade Partnership and hosted by Hull City Council. The event provided the opportunity to speak face-to-face with local businesses about our Sustainable Palm Oil campaign.

ECOLOGY AT THE BEACH SESSIONS

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.



KIDS IN MUSEUMS TAKEOVER DAY

Invited a small group of students from Kelvin Hall School to take part in this year's Kids in Museums Takeover Day. The theme was Careers; the students enjoyed becoming part of our Guiding team for the day, which included helping visitors to learn more about ocean acidification and climate change through a range of interactive activities.



COMMUNITY ENGAGEMENT

TALKING TABLES

Supported the relaunch of the Hull Community and Voluntary Services Talking Tables Scheme, an initiative aimed at bringing people together, making it easier to meet, talk and connect.

SQUARE PEG

Welcomed Square Peg and Sight Support to deliver 8 creative workshops on the theme of the Yorkshire coast over the year in our Education Rooms. The inclusive community organisation works to ensure that creating art is accessible for all.

HULL ROUNDHEADS

Supported Hull Roundheads by providing an inclusive venue to hold their team photoshoot for their new kit launch.

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 Oceanarium Bournemouth for the keepers to enjoy. In turn, we received a box of turtle food and sweet treats for our Crew from SEA LIFE London Aquarium™.

RSPB & WWF

Welcomed representatives from RSPB Bempton Cliffs and the WWF with stands across several dates, helping to engage with visitors and raise awareness on the importance of protecting wildlife.



CHOP & CHANGE SCHEME

Supported Ganton School's Chop & Change scheme, which helps young people with severe learning disabilities into employment, particularly within the hospitality sector. 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.



SUSTAINABLE TOURISM

ASSOCIATION FOR CULTURAL ENTERPRISES AWARDS

Shortlisted for the Creative Commerce Award in the Association for Cultural Enterprises (ACE) Awards 2024. With a focus on themes such as sustainability, innovation and creativity, The Deep's upcycled salt tote bags were shortlisted as a finalist.

TEAM MODESHIFT'S TRAVELWISE WEEK

Supported Team Modeshift's TravelWise Week campaign on social media, an annual global challenge to promote active travel, public transport, and other cleaner and healthier transport choices. Across the week, The Deep shared information on the Transpennine Trail route, sustainable travel options in Hull and free TravelWise Week events happening in the city centre.

EAST YORKSHIRE & STAGECOACH BUSES

Hosted stands in The Deep's Reception area for local transport companies, Stagecoach and East Yorkshire Buses, helping them to promote sustainable travel routes in the city.

UPCYCLED SHOP PRODUCTS

Continued our partnership with local waste firm, ReFactory, who specialise in creating something new from tricky to recycle items. Their textiles team produced a series of stylish shoulder bags and bum bags from our Aquarists' old dive suits, which would have previously been discarded. Visitors can purchase these unique, upcycled items from our DeepArment store.

CYCLE MARKING EVENT

Supported Hull East Neighbourhood Policing Team's Cycle Marking Event, hosted in The Deep's car park. The event saw visitors and local residents registering their bikes free of charge online, in order to improve their chances of being reunited with their bike should it ever be stolen.



BESPOKE MEAL DEAL BAG

Worked in partnership with Craftis UK to produce a bespoke children's activity meal deal bag for The Deep's catering outlets. Made from FSC-certified paper and fully recyclable after use, these colourful bags showcase fish facts and fun puzzles for children to engage with.



ACCESS FOR ALL

NOT EVERY DISABILITY IS VISIBLE

Recognised as a Gold Supporter of Not Every Disability is Visible, marking 5 years since The Deep registered to support the campaign.

ACCESS GUIDE

Launched a new Access Guide on the website, which includes virtual tours and detailed access information about specific areas within the aquarium.

T.I.C TRAINING

Welcomed the team from TIC Hull, Lincolnshire & Yorkshire to deliver a Tourette's-Syndrome Inclusion in the Community training session to Crew.

DISABILITY AWARENESS AND COMMUNICATION WORKSHOP

Partnered with access and inclusion specialists from Elephant in the Room to deliver a Disability Awareness workshop to Crew, with a focus on breaking down barriers to build a more inclusive environment for visitors.

AUTISM ACCEPTANCE TRAINING

Worked in partnership with Hull & East Riding National Autistic Society to deliver several Autism Acceptance training sessions to Crew over the course of the year.

SIGHTED GUIDE TRAINING

Welcomed the team from Guide Dogs North East for a Sighted Guide training session with Crew. The session takes a practical approach, designed to give people the confidence to know how to support someone who is blind or partially sighted, including the guiding techniques to help them if they need it.

DEMENTIA ACTION WEEK

Marked Dementia Action Week by hosting a Dementia Friends online drop-in training session for Crew.

BIAZA AWARDS

Awarded runner up for the Diversity & Inclusion BIAZA Award for our partnerships with local organisations, encouraging people with learning difficulties into employment within the Food & Beverage sector.

GUIDE DOGS PUPPY TRAINING

Supported the Guide Dogs North East volunteers in providing a venue for them to carry out Guide Dog puppy socialisation training, getting them used to new sights and sounds in the aquarium.



QUIET DAY

Invited the Hull Deaf Centre Manager for another Quiet Day at The Deep; she provided BSL interpretation alongside a full day of Guide-led presentations and talks. Presentations included a scatter feed, dive show and penguin talk, supported by additional activities held in Halfway Café.



T.I.C FRIENDS AWARDS

Received the T.I.C Friends Public Venue Award, recognising The Deep's commitment to ensuring individuals with Tourettes-Syndrome and their families feel included and accepted into community spaces.



ACCESS FOR ALL

TRANQUIL TUESDAYS

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

AUTISM ACCEPTANCE WEEK

Welcomed the team from Hull & East Riding National Autistic Society with a stand in the Reception area, providing information to visitors and raising awareness of autism during Autism Acceptance Week.

REYTA'S

Shortlisted for the Remarkable Accessible & Inclusive Tourism Award in the Remarkable East Yorkshire Tourism Awards (REYTA's).

HULL VISUAL CHOIR

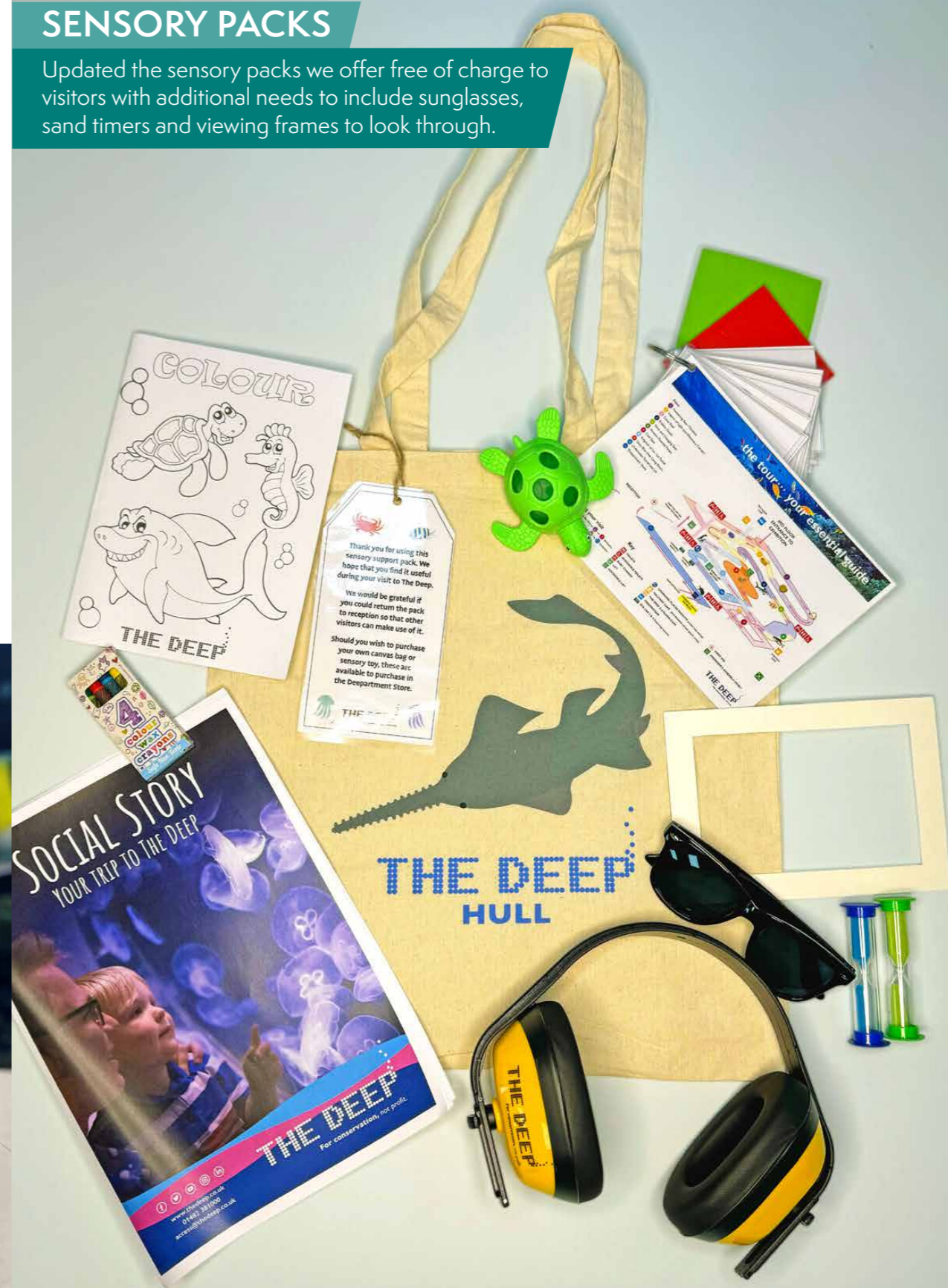
Hull Deaf Centre's Visual Choir performed festive carols in Endless Ocean, on a December weekend leading up to Christmas. Using British Sign Language (BSL), the choir communicates song through hand shapes and placements to show musicality, tempo and timings.

RECITE ME ACCESSIBILITY TOOLBAR

Launched a new accessibility feature on The Deep's website in partnership with Recite Me. The toolbar includes screen reading functionality, multiple reading aids, customisable styling options and on-demand live translation feature that boasts over **100** languages.

SENSORY PACKS

Updated the sensory packs we offer free of charge to visitors with additional needs to include sunglasses, sand timers and viewing frames to look through.



ASTOR BANNERMAN CHRISTMAS CAMPAIGN

Supported Astor Bannerman's Christmas campaign on social media, encouraging visitors who use the Changing Places Facility on site to enter into a fun competition for the chance to win a £75 John Lewis voucher, donated by Astor Bannerman.



THE DEEP BY NIGHT

CORPORATE EVENTS

Hosted **25** corporate events, from evening dinners to prestigious celebrations, welcoming over **2,200** guests. This included an exclusive Hugh Rice product launch event, and a dinner and dance charity event for Cure Myotonic Dystrophy.

"Thank you so much to you and the team - everyone had an amazing time, and it was definitely a hit! The food was excellent, the venue was beautiful - the staff were friendly and helpful - it was great!" - **Cure DM**

CHRISTMAS PARTIES

Hosted **6** Christmas party nights for a range of new clients.

"A huge thank you to The Deep for hosting our outstanding party!" - **Tevalis**

PRIVATE HIRE

Hosted **4** weddings, welcoming **261** guests to both small, intimate events and large, party-style, celebrations. The Deep also supported the EM10 ball; the evening saw a charity auction held, which raised a phenomenal **£16,000** towards various cancer charities in the local area.

SLEEPOVERS

Welcomed **4,473** young people for **51** organised group sleepovers in 2024, including **2** accessible sleepovers and **1** for Make a Wish UK.



HUMBER BUSINESS WEEK

Supported Hull BID's Humber Business Week by hosting their annual Inspiring People Dinner, an event which brings together **130** key people to celebrate the work of the wonderful and diverse businesses within the local district.



BUSINESS CENTRE

CLIENTS

Welcomed **7** new organisations to the Business Centre community in 2024, including resident and virtual clients.

DAY MEETINGS

Welcomed over **470** individual bookings for over **2,000** hours of meetings, interviews, training days and conferences.

WELLBEING

Hosted clients ThinkCloud, Edwards & Pearce and Human Brilliance to run a series of workshops to mark key dates such as Valentine's Day, International Women's Month and Stress Awareness Month. These events were open to all Deep Crew to attend, as well as staff from other local organisations, offering unique opportunities for personal growth, self-discovery and exploring inclusion in the workplace.

NEW WEBSITE

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

TELEPHONE SYSTEM

Provided an upgraded telephone software to clients. Known as softphones, the new system allows users to make calls over the internet via a computer or smartphone.

SOCIAL MEDIA

Set up a new Instagram account for the Business Centre, which now has over **100** followers. Other Business Centre social media accounts, LinkedIn and X (formally Twitter), continue to grow.

SUSTAINABILITY

Installed an additional solar panel system to the Business Centre roof, which helps to power both the Centre and The Deep. Since the installation in May, the panels have generated **38,145KWh's** of solar energy. This has reduced over **38** tonnes of CO₂ emissions and saved over **15** tonnes of coal power, which is the equivalent of planting **21** trees!

CHARITIES

Supported a number of charities throughout the year, including Hull Animal Welfare Trust, MacMillan and Dove House Hospice. Over **£450** was raised for the Withernsea RNLI Lifeboat Station through community initiatives such as a bake sale, raffle and Bring your Dog to Work Day event.



"I was honoured after The Business Centre team said they wanted to support the RNLI in memory of my brother. They raised a fantastic amount, which will make a real difference to the Withernsea RNLI volunteers and crew members." - **Andy Metcalfe, Product Manager at Wipro.**

"In July 2024 I moved my business 'Exam Officers & Data Solutions' to a serviced office within The Deep Business Centre. It has been a very positive move. All the staff are incredible - always supportive and happy to help. I already feel we have been here ages and am excited that the company can continue to grow in this space." - **Paula Wood, Exam Officers & Data Solutions.**



REFRESHED BRAND IDENTITY

Updated the Business Centre's brand identity, helping to strengthen its core business and connection to The Deep. The brand refresh includes a change in name to Business Centre @ The Deep, creating a strong sense of place, and roots the organisation's identity within the Humber region. A striking new logo has also been developed, alongside transforming the Reception doors to showcase artwork from Jessica Eggers. The piece spotlights native species such as kelp, mackerel and anemone, and ties into the current displays of her work in The Deep.



**BUSINESS
CENTRE**
@ THE DEEP

DEEP COMMITMENTS

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

HOME

- Advisory Board for Hull & East Yorkshire (HEY) Creative
- Advisory Board for Visit Hull & East Yorkshire (VHEY)
- Constellation Trust
- Fairtrade Partnership Hull
- Freedom Festival Arts Trust
- Hull BID
- NHS Working Voices
- Yorkshire Accessible Museums Network



NATIONAL

- Advisory Board for the Novel High Performance Wave Energy Project.
- Association of Cultural Enterprises Sustainability Panel.
- BIAZA Animal Behaviour and Training Working Group.
- BIAZA Aquarium Communications Taskforce.
- BIAZA Aquarium Working Group.
- BIAZA Commercial Directors.
- BIAZA Communications Working Group.
- BIAZA Conservation Education Committee (Northern Region).
- BIAZA Fundraising Taskforce.
- BIAZA Social Media Taskforce.
- BIAZA Terminology Taskforce.
- BIAZA Terrestrial Invertebrate Working Group.
- FlexSA (Flexible Workspace Association).



INTERNATIONAL

- EAZA (European Association of Zoos and Aquaria) Monitoring Programme Coordinator for Himantura Complex.
- EAZA Ex-Situ Programme Coordinator.
- EUAC Treasurer.
- WAZA Aquarium Committee.
- WAZA Membership and Professional Ethics Committee.



MEMBERSHIPS

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

- Association for Science and Discovery Centres (ASDC).
- Association of Cultural Enterprises (ACE).
- British and Irish Association of Zoos and Aquariums (BIAZA).
- Disability Confident.
- European Union of Aquarium Curators (EUAC).
- Future Humber- Delivered by Bondholders.
- Hull & Humber Chamber of Commerce.
- Humber Food Partnership.
- Humberside Occupational Health and Safety Group.
- Mindful Employer.
- World Association of Zoos and Aquariums (WAZA).
- Yorkshire Attractions Group (YAG).

THE DEEP'S VOICE

Presented at:

- Featured on Hull's new City of Curiosity podcast.
- Interviewed for a feature article by Bloolooop and named one of Europe's top aquariums.
- Interviewed for Zookeeping 101 podcast.
- Presented at the BIAZA Conservation Education Conference.
- Presented new research at Bangor University's Venom Day conference.

Attended:

- ACE Conference.
- ASDC Annual Conference.
- BIAZA Behaviour and Training Conference.
- BIAZA Bird Working Group Conference.
- BIAZA Communications Conference.
- BIAZA Conservation Conference, as part of the Field Conservation and Native Species Working Group.
- BIAZA Exotherms Conference.
- BIAZA National Aquarium Conference.
- BIAZA Records Working Group Conference.
- GEM Conference (online).
- Humber Nature Partnership Conference.
- The All-Party Parliamentary Group (APPG) for Zoos and Aquariums to celebrate the launch of BIAZA's publication, More Than You Think – the Integral Role of Zoos and Aquariums in our Communities.
- The Business Day.
- Tourism/Heritage Sector Skills Development Network.
- VHEY Conference.

