

2022-
2023



Academic Year End Report



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With special thanks to



Foreword and background

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the period 1 April 2022 to 31 August 2023. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

The academic year of 2022-23 saw a major change to Hull and East Yorkshire Children's University in early 2023 with the departure of CEO, Natasha Barley, after leading the charity for 10 years. Following this departure, Rose James, who had deputised for the CEO for a number of years, was appointed as CEO in July 2023.

This report provides an overview of the work and achievements of Hull & East Yorkshire Children's University over the past academic year, showing the breadth and depth of work undertaken to support the most disadvantaged children in Hull and the East Riding.



Rose James, CEO

Rose James joined Hull Children's University in 2013 after working in Hull schools as a primary school teacher. She has worked in a number of roles at the charity, from Administrator to Partnership Manager, to Director of Development, before being appointed as Chief Executive Officer in July 2023.

"Since joining the charity 10 years ago, I have seen it grow from 1,800 beneficiaries annually, to over 11,000. I have seen just one experience change a child's entire mindset and it is incredible to witness those golden moments where children realise the possibilities that the world has for them. I passionately believe that the post code in which you are brought up in shouldn't affect the opportunities that you have. To be appointed to lead a charity that I have had the privilege of growing with is an honour. I am very proud of what we have achieved this academic year- we have worked with more children than ever and have adapted our services to respond to local families in their time of need."



Richard Field, Chair

Richard has been a trustee of the charity since 2009 and Chair for several years. He is a solicitor and partner at a regional law firm.

Richard grew up in the area and has been interested in improving the educational opportunities for everyone for many years. He strongly believes that the more that can be done for children at early age the greater the chance of making a real difference for those that need it most.

"We are very lucky to have a wonderful team at Hull and East Yorkshire Children's University. There is an extremely positive culture throughout the organisation. The increase in activity we have managed in the last few years can be seen in our Report. It is humbling to see the positive impact that we can have on children's lives both for their benefit and the benefit of society as a whole".

Background

Hull and East Yorkshire Children's University was founded in 1996. It was a long-term ambition for the charity to expand its reach into the East Riding of Yorkshire and, in 2016, thanks to funding from the British Foreign Schools Society, Awards for All and the East Riding of Yorkshire Council, we were able to do this, becoming Hull and East Yorkshire Children's University (or HEY CU for short). The charity aims to raise the confidence, self-esteem and aspirations of young people living in areas of high deprivation by providing a diverse range of unique and exciting experiences that take place outside the classroom.

Our learning experiences are designed to ignite dreams for the future by engaging, inspiring, and educating young people. Whether it is a visit to a local business to learn about industry and the vast array of career opportunities available to them, or taking part in one of our larger trips such as visiting London for a day with a tour of Parliament; or having a Kip on a Ship aboard the HMS Belfast; or visiting Edinburgh, all our children leave these experiences feeling happy, excited and with new aspirations to carry with them into adulthood. We motivate and inspire them to succeed and reach their full potential. In the 2022/23 academic year 11,800 primary school children from the most disadvantaged areas of Hull and East Yorkshire took part in a range of Children's University experiences.

Local context- Hull

The city of Hull was cruelly hit during World War 2 as the second most bombed city outside of London. 95% of houses were damaged and 150,000 people became homeless.

In the latest Legatum Institute Prosperity Index 2021, Hull is ranked as 373rd for living conditions out of 379 meaning only six other towns have poorer living conditions. Hull is ranked 361st for health, 365th for economic quality, 367th for Social Capital and overall 350th out of 370 places to live. Put simply, Hull is ranked towards the very bottom of all places in the UK to live. The index states:

“Hull has never really recovered from the loss of its fishing industry, the loss of prosperity from the sea. This industry once guaranteed jobs and income for entire generations. Education did not matter in the fishing neighbourhoods; life came from the trawlers. Prosperity has long since left these communities, which were relocated on masse to sweeping council estates where poverty and deprivation took hold. Decades later and little has changed. Hull underdelivers significantly on prosperity in six of the seven pillars of the Index, marking a deep-woven pattern of deprivation that extends beyond economic circumstance. Almost all of Hull is deprived. The more prosperous suburbs like Cottingham, with their different perspective, lie outside the city boundaries. Schools draw only from their immediate area. Children grow up knowing nothing but their estate. Life and ambition do not extend beyond the limits of the estate.”

In the 2019 Index of Multiple deprivation, Hull is ranked the fourth most deprived city in the country, and an unemployment rate of 6.6% compared to a national average of 3.9%. The 2019 IMD also shows that levels of deprivation in the city remain the same as they were in 2015, even though Hull was the City of Culture 2017 which was expected to greatly improve the economy in the city. Most families that were living in poverty in 2015, were still living in poverty in 2019. Nationally, Hull has the fourth highest level of children living in income deprived households at 29.8%. In 2015, 15,629 children in Hull were living below the poverty line but by 2019, this figure had increased to 18,515 which means that one in every three children in Hull is now living in poverty. The increase has been driven by a sharp rise in the number of children living in poverty despite one or more of their parents working.

Hull has one of the highest proportions of children in care in the country. According to the NSPCC (2022), over 60% of children in care are looked after due to abuse and neglect and children in care are 4 times more likely than their peers to have mental health difficulties. 35% of care leavers were not in education, employment or training at 19 compared to 15% of the general population.

Local Context- East Yorkshire

The East Riding of Yorkshire is one of the largest geographical authority areas in the country covering 933 square miles, with a population of over 342,215 people.

There are pockets of severe deprivation in Hornsea, Withernsea and especially Bridlington and Goole, where there are some of the highest levels of poverty in England with extreme economic and social problems, featuring low incomes, high unemployment, poor health, and low educational achievement. According to the Department for Work And Pensions (2021) 17% of children (9,407), live in poverty in the East Riding. Seaside resorts which used to be thriving are now amongst the poorest in the country with deprivation levels of nearly 27%.

Coastal and rural communities also face social isolation and lack of mobility limiting children’s life experiences and aspirations. Children living in poverty rarely leave their immediate community. They are less likely to travel out of their area or take holidays and have very little access to social and personal development opportunities, therefore have little knowledge of the world beyond the streets in which they live.

These children seldom get access to learning or development opportunities that support their wider education or ambition, and as a result grow up with a narrow view of the world and their fit within it. This can often lead to a cycle of unemployment and poverty.

Our work in relation to the local context

Poverty impacts on what families can spend and most of the poorest families cannot afford to cover basic essentials, let alone send their children to out of school activities or other social development activities. Children in Hull, Goole, Bridlington and Withernsea often grow up knowing nothing but their estate and significant numbers rarely experience life beyond the deprived community in which they live. For families living in poverty, a trip to a museum for example, stretches the household budget and is therefore usually at the bottom of the list of priorities. These children do not get access to the social development and learning opportunities that children from more affluent areas of the country take for granted. As a result, they grow up with a reduced or narrow view of the world and their fit within it which contributes to the lack of aspiration and ambition across the city and perpetuates the cycle for another generation.

According to the Drawing my Future report published in January 2018:

- The patterns of jobs chosen by seven-year-olds mirror those selected by 17-year-olds.
- Gender stereotyping about jobs is set from a young age
- Family, TV, radio and film have the biggest influence on children's choices
- There is a need for greater access to career role models from a young age
- Children's career aspirations have little in common with projected workforce needs, which could have serious implications for the UK's economy
- 36% of children base job aspirations on people they know
- 18.6% of primary school girls aspire to be teachers

"The Northeast has the best primary schools in the country, yet the region has the lowest adult employment rate." Children's Commissioner, Growing up North report

Children can only aspire to what they know exists. When no one in the family goes out to work, how can children begin to understand that getting an education that leads to employment is normal and the thing to do? We give children a glimpse of the wider world to show them opportunities that they do not know exist. Our charity widens access to education outside of the classroom to fire up ambition, motivation, and aspiration for their long-term future.

The long-term impact of what we do is to increase the children's learning, emotional wellbeing, social interactions, and physical development alongside the increase in their knowledge and understanding of the wider world and the opportunities it has on offer. This will reduce the disadvantage they face.

The DfES report 'Every Experience Matters' states every experience provided for children in the world beyond the classroom has significant benefits for children's learning, emotional wellbeing, social interactions, physical development and responses to their world. It also states that without these opportunities and experiences children are significantly disadvantaged.

We offer children learning opportunities outside of the classroom, learning by personal discovery in context and in practical ways with others, to develop a better understanding of the world and how they may fit into it. Children are able to see what the world has to offer and the opportunities that are available and understand how a better education leads to better employment, which leads to a better quality of life and standard of living. This will lead to increased motivation and aspiration to achieve greater educational achievement and long-term prospects.

Structure and Governance

There are 14 roles Hull and East Yorkshire Children's University Ltd: CEO, School Liaison Manager, Children Looked After Coordinator, Partnership Manager, Community and Events Fundraiser, four Letter Box Club Coordinators, University Liaison Officer, Admin Assistant, Admin Lead and two part-time contracted Learning Experience Leads.

This academic year we employed 3 members of staff to deliver specific outreach projects: A Dance and Drama teacher, funded by Help for Health and Nurture a Child; an Art Therapist, funded by the Angus Lawson Memorial Trust and a Therapy Dog Project Coordinator, funded by Alex and William De Winton Trust. We also employ 13 casual Learning Experience Leads to meet the demands of our services. The Chancellor of the charity is Rt Hon Alan Johnson, former Secretary of State and Shadow Chancellor of the Exchequer.

The Trustees meet every two months to review the performance of the charity and review the charity's financial position. The Hull & East Yorkshire Children's University CEO and finance trustee prepare reports for each meeting. The makeup of the Board is reviewed on a regular basis. Financial forecasting for the year ahead is completed annually and reviewed on a monthly basis with the CEO, finance trustee and accountant.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

06368105 (England and Wales)

Registered Charity number

01124329

Registered office

Swale House
246 Cottingham Road
Hull
East Yorkshire
HU6 7RS

Trustees

Mrs J Adamson Retired Headteacher

Mr R W Dickinson Retired

Mr C R Field Solicitor

Ms A Foy Managing Director

Mr A G Holmes Lecturer

Prof M C Jackson Professor

Mrs R M Truelove Finance And Administration Manager

Mrs L C Hudson HR Consultant

Mrs S D F Johns Investment Manager- Appointed 24th March 2022

Mrs W J Newman Self Employed

Mr A Tombanane *Chief Executive – Resigned 24th April 2023*

Company Secretary:

Rollits Company Secretaries Limited

Auditors

Harris Lacey and Swain
Chartered Accountants and Statutory Auditors
Suite 1
The Riverside Building
Hessle
East Yorkshire
HU13 0DZ

Bankers

Barclays Bank plc
Hull Corporate Banking Centre
PO Box 206
10 Market Place
Hull
HU1 1RN

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of The Hull and East Yorkshire Children's University for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

The auditors, Harris Lacey and Swain, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on and signed on the board's behalf by:

.....
Mr C R Field - Trustee

Recruitment and appointment of new trustees

We complete an annual skills audit to make sure there are no gaps in the expertise of the Board. We have an ongoing focus of improving diversity on our Board and within our team. Each new trustee is issued with a handbook which details their duties and obligations and are closely supported by their colleagues through induction. Additional optional training for trustees is provided by Rollits LLP. All trustees are DBS checked.

Pay and remuneration

Annual pay reviews are conducted by the trustees and the CEO and are benchmarked using points of reference such as the NJC Scales and the Annual Charity Jobs Salary Report, among others.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The trustees undertake a detailed risk review in which they consider the risks to which the charity is exposed and they have systems and procedures to manage this. The trustees have put in place a risk register which sets out key risks.

Finances and sources of funding

As most of our work is carried out in line with the school academic year, Trustees took the decision to realign our financial reporting to reflect the school academic year. Therefore, this report reflects a 17-month period from 1st April 2022 to 31st August 2023. All future reports and accounts will run from 1st September to 31st August each year.

The Trustees feel that the financial position of the charity is considered to be good at this point. Reporting income and expenditure covering a 17-month period shows an increase in both income and expenditure. In addition, we were very grateful to receive a generous donation in this period which has increased our reserves to 11 months of expenditure.

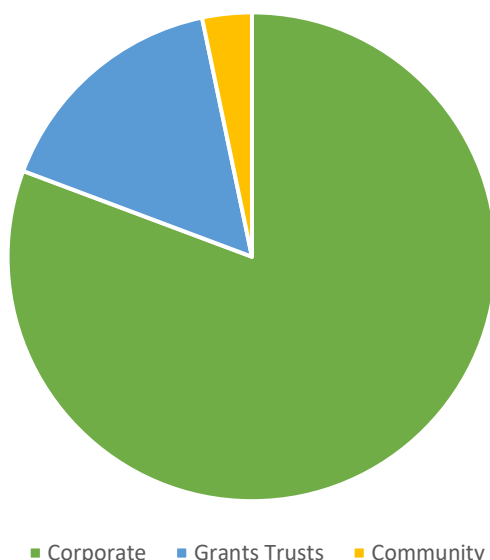
However, we have grown significantly over the past five years and now employ 14 members of staff, and therefore in the current economic climate, trustees are particularly mindful of the need to contain the risk that our charity cannot meet the payments to which it is committed, including significant redundancy costs should our income decline. Therefore, a good level of reserves ensures stability as we continue to grow.

We are therefore comfortable that cash and deposit balances are maintained to be able to meet outgoings and grant obligations from time to time. The charity has a reserves policy which is reviewed on an annual basis. The reserves policy will be reviewed again next year and will once again reflect a normal 12 months of delivery and income and expenditure. At that point, we anticipate that reserves will have fallen back to around 9 months.

Principal funding sources:

Grants and trusts, corporate partnerships and community and events fundraising.

Funding received Apr 2022- Sept 2023



Grants and Trusts: £244,244
Corporate Partnerships and donations: £1,230,427
Community and events: £50,000

Evaluating Impact

We ask all children engaged in Hull and East Yorkshire Children's University experiences to complete a questionnaire to evaluate the immediate impact of learning, personal development and wellbeing which relate to our five concepts described later in this report. Teachers also complete questionnaires at the end of our experiences.

Feedback from our Children

Of the children who completed evaluations following an experience with HEY Children's University...



Felt more confident



Feel inspired to visit more places



Want to achieve more in life



Feel more positive about their future

'Until today I'd only seen places like this on TV, I can't wait to tell people I've seen this for real!'

Child- London Experience

'Nothing could be done better, this is the best thing that has ever happened to me.'

Child- RIX Business Visit

'I was scared but now I have been on the tube and loads of fun places. I'm not scared now.'

Child- Kip on a Ship

'I really want to see you when I come back at 18 to study Microbiology.'

Child- University of Hull experience

Feedback from teachers

Of the teachers who completed evaluations following an experience with HEY Children's University...



Said it inspired the children



Said it improved confidence



Said it raised aspirations



Said it met National Curriculum objectives



Said it encouraged hands-on learning

'Thank you for such a well-organised experience with fantastic opportunities for the children. Lots of the children have said they would love to go back.'

Teacher - Edinburgh Experience

'A trip of a lifetime for all of our pupils. Opening eyes, minds, doors to what is possible - raising aspirations for ALL!'

Teacher - London Experience

'The best bit was watching a selective mute child ask the public a question!'

Teacher - Ambassadors of Bridlington

'The best bit was seeing a child smile for the first time this week. Their confidence has grown so much today, amazing seeing them present.'

Teacher - University Experience

22-23 impact report

11,830 children came on
319 Learning Experiences



we worked with
67 Primary Schools

57 Hull Schools
10 East Riding Schools

3318 hours in volunteer time which would amount to
£35,270



82 Volunteers gave their time



Helping Hands

In partnership with Hull City Council, 8 local businesses and 3 philanthropic donors we supported 305 families during the cost of living crisis.

over **1000** books donated



463 Children had Breakfast with Santa!

20 Families were supported by Doorstep Elves



15 fundraisers raised £2,375 by taking on the Hull 10k

Our work with schools



Selection of Schools

Schools are identified using the following information sources; Income Deprivation Affecting Children Index (IDACI), number of free school meals, and rural/coastal isolation. The IDACI index reports what percentage of children attending schools are growing up in the 20% most deprived postal codes in the UK. During the 2022/23 academic year we took 11,830 children on 319 different experiences from 67 schools in Hull and the East Riding. Any additional engagement with schools **has not** been included in the numbers for this academic year.

Experiences

Hull and East Yorkshire Children's University delivers experiences that aim to broaden horizons, raise aspirations and ignite dreams for underprivileged children. Our experiences are designed with the support of our experienced staff who also have qualified teacher status, so always ensure that the experiences are educational and have links to the national curriculum.

Our experiences are all categorised within our five concepts of learning: HEYCU



HEY CU in the future



As part of our Careers and Opportunities concept, we have developed “HEY CU in the future” as one of the aims in our strategic plan is to expand our business experiences. HEY CU in the Future allows our business supporters to welcome children into their business premises and deliver an experience around their company; including “activity” stations themed around specific departments in the company. Many of the children we work have very little knowledge of the world of work, so we aim to expose them to different career paths at the earliest age possible.

Specific objectives for HEY CU in the Future experiences include:

- **Careers in STEM**
- **Careers in Green energy**
- **Careers of the future and jobs that there will be a demand for the workforce**
- **Helping children find the thing that they are good at and passionate about**
- **Allowing children to understand all the routes into employment so that can make educated choices about what path they choose to take: University, College, apprenticeships, starting their own business, working their way up through a company.**

We have a tried and tested format for all of our HEY CU in the Future experience which we adapt to each business so that we can create engaging activities focused around their company. Full classes of children rotate through a carousel of activities which each look at a different department of the business. They learn about the job roles at the company and do hands-on activities which give them an idea of what it is like to work there. These include interviewing candidates with HR, design activities with Marketing, pitches with Sales and crunching numbers with Finance. When possible, the children have a tour of the offices so they can see what the company does.

Some of the new HEY CU in the Future experiences added for 22-23:

- Rix Petroleum
- Victory Leisure Homes
- Bonus Arena
- Day of WOW- H&H Comms
- Reckitt- Science Symposium

STEM event



In June 2023 we worked alongside the Hull KR Foundation to bring over 500 primary aged children to the Humber Science, Technology, Engineering and Maths (STEM) event. This is the second Humber STEM event that has taken place at Sewell Group Craven Park. The children took part in hands on STEM experiences and linked with a range of over 20 different businesses. The aim of the event was to give children the chance to learn about as many different career opportunities as possible in one day, allowing us to expand our careers education aims as set out in our strategic plan.

A child from this year's event said: " My favourite part has been meeting people in STEM and learning about different companies where I could work when I am older".

Book vending Machines



Following the success of our Book Vending Machine pilot in partnership with the Chaloner Children's Charity, we rolled out another 15 machines to schools in the most disadvantaged areas of Hull and the East Riding, along with over 3000 books. This most recent roll-out attracted the attention of the national press, with The Times featuring the story both in print and on their radio station. A further 15 machines will have been delivered to schools by the end of the 2023/24 academic year, bringing the total to 30.

Children's Board of Trustees



One of the aims of our strategic plan is to implement the “voice of the child” more in our work, so in the Autumn of 2022, we put together the very first HEY Children’s University Children’s Board of Trustees. We tasked our Children’s Board of Trustees with planning an event for the spring of 2023, which would let our partners know where their sponsorship goes and the difference that it makes. The children (who are from several different schools that we work with) were asked to plan the whole event, from designing posters, name badges, choosing the buffet and organising all of the content. They named the event “The Kids Say Thanks”.

Representatives from our partner companies were invited to attend and the children all stood up and delivered their best speeches, poems and memories about the experiences that they have had thanks to the partner donations. The children were all absolutely fantastic and even did a bit of networking too! To hear what our work means to them was so moving and they encouraged companies to continue to support our work so that we are able to give these experiences to more children.

Carbon Monoxide Awareness



As part of our partnership with Northern Gas Networks (NGN), 1,118 children across 12 schools took part in Carbon Monoxide Awareness Sessions. Children in Key Stage 2 were visited by the NGN camper van and learned that you can’t smell, see, taste, hear or touch this “silent killer” The children also learned that certain appliances in the home need to be checked regularly by engineers to ensure that carbon monoxide isn’t leaking into the air.

Volunteers

Hull and East Yorkshire Children's University currently has 158 active volunteers. In 2022 we moved over to a Volunteer Management system called Better Impact. The system has allowed us to create a calendar of opportunities for our volunteers to sign up to themselves as well as creating their own profile. Through this system we can track how active volunteers are and easily manage training and DBS checks.

It is important to us that we make our volunteers feel valued and appreciated as we could not deliver our experiences without their support.

For National Volunteer Week 2023 we put on an event in the grounds of the University of Hull to celebrate our volunteers. We had lawn games, music, food and awards for volunteers who had been nominated for special recognition by their peers. We have also implemented volunteer catch-ups which allow them to share their thoughts and help them to feel valued and appreciated.



Volunteer Case Study

"A friend told me about the Children's University and after retiring from 43 years in education it appealed to me. I previously taught in quite deprived schools. The overall message of widening children's horizons is one close to my heart.

I have had some amazing experiences alongside hundreds of children of various ages; the excursions to the many varied and contrasting places I feel, give as much to the adults on the day as they do to the children. I know I get enormous satisfaction from every visit no matter where it is to. The main reason I think is because I see children facing and overcoming some huge challenges. For example, one child on a day trip to London conquered going away without parents, first time on a train, first time on the tube, their escalators and visiting London, first time on the London Eye even though they were scared of heights, first time on a boat trip, first time seeing a live show in the theatre- the list can be endless but can't really be measured except for the look on their faces and their chatter with friends. Every day visit is a day of first times and achievement of challenges. What is not to enjoy as one of the lucky volunteers witnessing all of this.

My own personal highlights have been visits to Opera House and theatre, trips on the river cruise and London Eye, local businesses, Bempton, Parliament, and the farm. I've enjoyed the more local ones too-the ambassadors and trawling. I've also enjoyed being involved in fundraising events and the reading initiative in school as a result of being a volunteer. I have also enjoyed supporting CLA /children looked after in the school holidays. These more intimate visits with smaller groups have been an absolute joy to be a part of.

I feel very privileged to be a volunteer with HEYCU and see the enormous amount of good that it does having such a positive impact on children's lives. All in all, my experiences have been ones I have thoroughly enjoyed - some more than others obviously but I'm still signing up and I've just topped 500 hours so that speaks for itself.' – Sue, volunteer

Supporting Children Looked After (CLA)

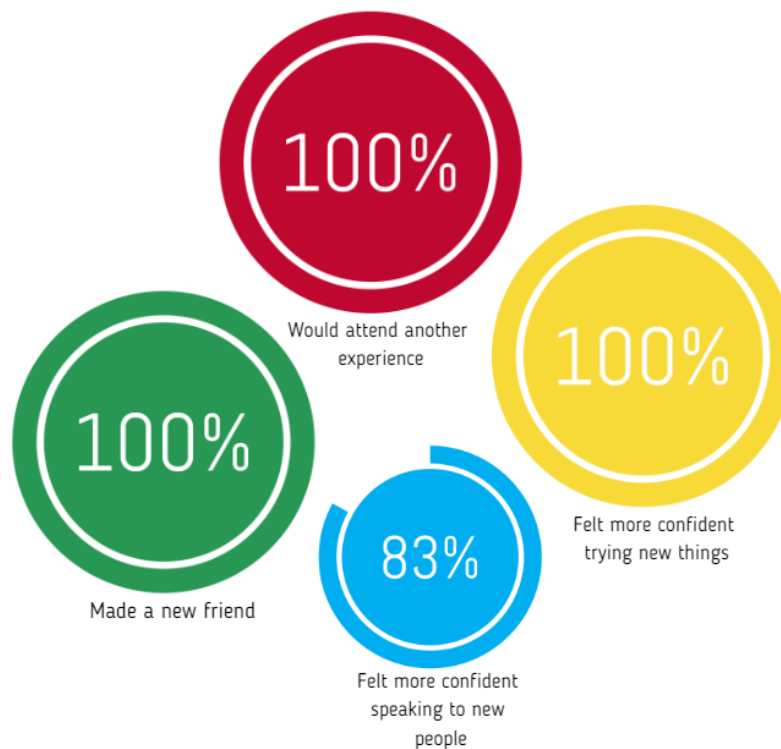
There are approximately 200 primary aged children and 260 secondary aged children looked after by Hull City Council. These children are some of the most vulnerable in our society, and they have often experienced significant trauma and neglect. We deliver our CLA experience programme that provides children looked after with opportunities to participate in enriching and stimulating experiences during the school holidays. These experiences can help children to develop their skills and confidence, and to build resilience. They also give the children the opportunity to make new friends.

This academic year, 76 Children Looked After came on our experiences. We also worked with a further 158 Children Looked After through our Letterbox and Step Up Move On programmes. We aim to work with 250 Children Looked After annually by 2025.

Experiences that took place this year:



Children Looked After feedback



Children Looked After Programme Case Study

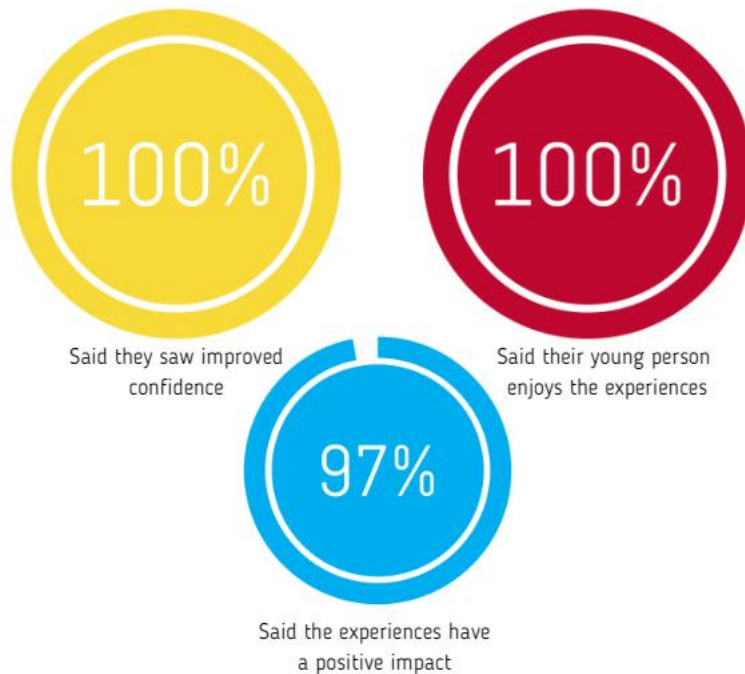
"A" joined the CLA learning experiences in early 2022 and was working with another member of the team on the Letterbox reading programme. **A** was 9 years and went into foster care during lockdown 2020. During the first half term experiences, **A** displayed some controlling behaviour towards staff and other children. **A** did not take direction or instructions well and wanted to do things in her own way, which was not always the safest or most appropriate way. **A** regularly upset other children through her language and actions and would not accept responsibility, always blaming others. **A** had little resilience and could not 'bounce back' once she had been spoken to about her behaviour. These are common behaviours from children who have experienced neglect, due to having little control in the past, they try to control new and overwhelming situations.

Over the course of a number of experiences, the expectations for behaviour and language were clearly set out for **A**. Staff ensured that information was 'pre-loaded' to **A**, so that she knew what to expect and when. **A** frequently attended experiences, and sometimes repeated similar activities to create a strong bond with staff and to provide a safe starting point for future, larger experiences. Positive reinforcement was used to encourage expected behaviour and she was given extra responsibility on experiences such as looking after tickets, helping children to their seats on the bus or at the theatre, explaining tasks to children new to the programme. These extra responsibilities, positive encouragement and relationships with staff helped **A** to feel safe and valued and over time, positive changes in **A**'s behaviour was evident.

A now attends a range of experiences and is a complete joy to have on the programme. She understands the boundaries that we have set and shows a willingness to learn and improve. She is beginning to understand that the adults around her believe in her and want the very best for her. **A** has made new friends, looks after younger children and uses positive language and actions when working with others. She is very helpful and praises others for their achievements.

Carer Feedback

Carers were asked to complete a survey to give their feedback on experiences delivered to the children that they are fostering.



'She felt at ease with the other children and adults. I could tell on her return that she was more confident than usual when out with other children.'

Carer

'Children's University provide so much fun, social interaction that reflects in confidence. Thank you so much.'

Carer

'When I pick her up she has a big smile on her face and can't wait to tell me what she's done and who she's met during the journey home.'

Carer

Letterbox Club



This academic year, our Letterbox Club Programme reached 98 Children Looked After across 39 schools in Hull, the East Riding of Yorkshire and Grimsby. Our Letterbox roles are funded by Hull City Council, East Riding of Yorkshire Council, North East Lincolnshire Council and the University of Hull.

HEY CU work in conjunction with the Letterbox Club at the Book Trust to deliver this unique free reading programme for Children Looked After who require extra support to improve their reading ability, comprehension and confidence. Every month, each child will receive a free parcel of books and games which our co-ordinators will then utilise in the one-to-one reading sessions. These sessions are delivered fortnightly in schools and last for 45 minutes to an hour. We work with children from year 3 to year 7. The Letterbox Club is more than just a reading programme. It's an opportunity to develop a life-long love of reading, learn new skills.

Children who live in the most isolated rural areas have the opportunity to have their Letterbox sessions inside our vintage VW camper van which we converted into a mobile classroom in 2021, thanks to funding from Northern Gas Networks. This was in response to the difficulties of finding a suitable space to do the sessions inside some of the smaller rural schools.

The Letterbox Club also offers free, bespoke learning experiences to Children Looked After. These experiences can include theatre trips, children's festivals, writing workshops, arts and crafts sessions to name a few.

Letterbox Club Case Study

"J started the Letterbox programme in 2022, he was in year 3 and performing roughly 2 years below where he should be. He had recently been taken into care and had missed a lot of school. Due to this, he was extremely shy and anxious at the start and his behaviour in class was challenging. J could not write his own name and did not know all the letters of the alphabet. He struggled to read the simplest of books and would often refuse to try but he loved being read to and would follow the words with me as I read.

We started working on the 100 high frequency words which he should have learnt in year 1, we did lots of games and activities and within 6 months he knew all of the words. We moved on to simple texts with repetitive words and story lines and as we read them together, he began asking to read a sentence on his own. This progressed further until he would only ask me to read when he didn't know a word. I taught him how to use syllables to help him read longer words and he quickly picked up this skill. He absolutely adores books now!

J is currently in year 4 and working around a year behind in reading. He has made excellent progress in his time on the programme and school have reported that he is managing his emotions better and his behaviour has improved dramatically as he is now able to access work in the classroom. "Amy Mercer, Senior Letterbox Coordinator

Step Up Move On (SUMO)



Step Up Move On is a programme that is designed to support Children Looked After throughout their secondary and higher education to help build confidence, self-esteem and support them to achieve their future aspirations. We deliver the programme in partnership with The University of Hull to tailor each session to help the young people on the programme to consider trying new experiences and inspire them to discover new opportunities.

Children begin the programme in Year 7 and attend at least three sessions a year: two at the University of Hull and one at another college or educational establishment. Each academic year, the students then move up through the programme, developing new strengths and skills to help support their studies and well-being. In year 10 the programme begins to focus more on individual interests, and we offer industry days or work experience opportunities. When the young people reach Year 11, they receive support to help them on their chosen college or career pathways. Once they have left school, students are able to have the opportunity to mentor the younger children beginning the programme and continue to receive our support with their transition to university and beyond.

Art Therapy



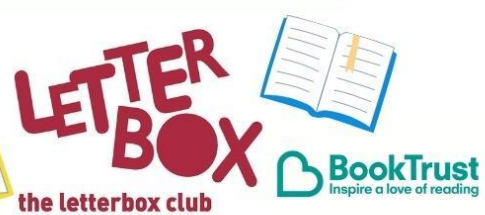
In 2022, using a two-year grant from the Angus Memorial Trust, we were able to employ a part-time Arts Therapist to expand our support for Children Looked After. Art therapy is a form of psychotherapy that uses art as a mode of expression and communication. Art therapists use art as a medium to address emotional issues which may be confusing and distressing. Arts therapies for children provides valuable tailored support to help children express themselves safely through sensory based therapy which, is a form of non-verbal communication. For children who may not be able to articulate thoughts, sensations, emotions, or perceptions, it is one way to convey what may be difficult to express with words. For children who have faced trauma, it provides a way to “tell without talking” when they are unable or afraid to speak about specific events or feelings. The Art Therapist has worked with 10 children who were referred by either a Designated Teacher or a social worker, and each of them have received 22 hours of art therapy.

22-23 impact report Children Looked After (CLA)



76 Children Looked After came on
41 Learning Experiences

1506 Letterbox sessions delivered in Hull



700+ Letterbox sessions delivered in Lincolnshire and the East Riding

7 Letterbox Learning Experiences

188 Summer Wellbeing packs delivered to East Riding pupils

120 children attended the Celebration Event

60 children came on
16 Learning Experiences as part of our SUMO programme

received **160** Education packs

9 children benefited from ongoing Art Therapy sessions

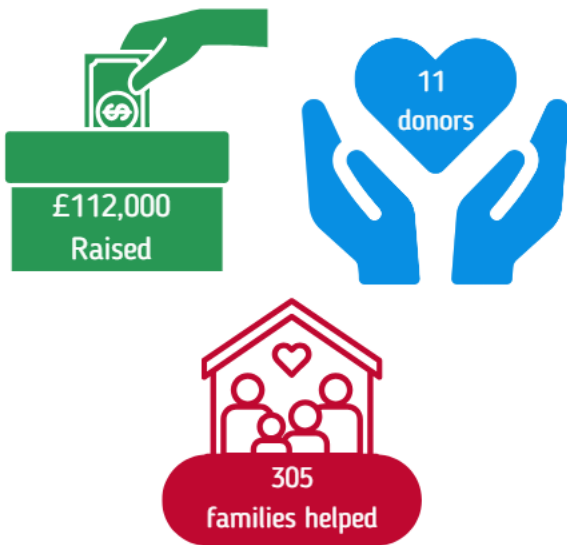
Additional Projects

Helping Hands Hardship Project

The cost-of-living crisis meant that many families were faced with the impossible choice between heating their homes or putting food on the table. As a charity that raises the aspirations of children, we are uniquely placed within the school communities across Hull to support families who are living in poverty. We made the decision to partner with Hull City Council, local businesses and other supporters to implement a scheme that will help families with their food and energy costs during these difficult times.

We identified that working poor families were particularly struggling to make ends meet as they are not in receipt of benefits. Therefore, we decided to offer support purely to working poor families that local schools referred to us. We asked schools what they felt that families needed, and they told us that anything to help with heating bills and food costs would really make a difference. We offered families £250 each towards either food, energy or split between both. In addition to this, we offered families new winter coats for their children, slow cookers for more economical cooking and energy saving lightbulbs.

We called the project the Helping Hands Hardship Fund and, together with the council, we raised a total of £112,000 thanks the support of 11 donors.



Alex & William De Winton



" I was shocked when I found out that I was going to be receiving support through the Helping Hands scheme. I had exhausted all other forms of support from the community such as grants etc and it was getting to the point that I was skipping meals to feed my three children, and to keep the house warm. I would get to the middle of the month, and have to lend money to make ends meet until the next pay day, which has meant I am now in debt. Having the vouchers has taken a massive pressure off and it has meant I have been able to start to pay off the debt, save up for uniform as I have two children who will be attending secondary school in September, keep the house warm and feed the family, including me. I am so grateful for this support and cannot thank those who made it possible enough."

"WHEN I FOUND OUT THAT I HAD BEEN SELECTED BY THE SCHOOL FOR THIS, I CRIED. OUR CIRCUMSTANCES HAVE BEEN MAKING DECISIONS ABOUT PUTTING THE HEATING ON OR FEEDING THE FAMILY. THE SUPPORT FROM THE HELPING HANDS PROGRAMME HAS MEANT THAT I CAN MAKE SURE THAT MY CHILDREN ARE WARM, AND NOT HUNGRY. IT ALL CAME AT SUCH A GOOD TIME AS THE WEATHER TURNED COLDER AND THE COST OF LIVING ROCKETED. MY DAUGHTER HAD ALSO BROKEN HER COAT, SO HAVING A LOVELY NEW AND WARM COAT READY FOR HER AND NOT HAVING TO WORRY ABOUT WHERE I WOULD GET THE MONEY FOR A NEW ONE WAS A WEIGHT LIFTED OFF OF MY SHOULDERS. I AM SO GRATEFUL FOR EVERYONE WHO MADE THIS POSSIBLE. YOU BROUGHT WARMTH INTO OUR HOMES AND OUR HEARTS."

"This support has made such a difference to my family, right after Christmas when I was worrying about money and the cost of food and fuel increasing. Having this support has meant that I can treat my children to healthy meals and keep them warm in the house. I find that the healthy and fresh food is always more expensive, and when you have three children to feed it all soon starts to add up. We are so grateful as a family for everything we have gotten from the coats to the fuel vouchers it has made living a little bit easier."

Therapy Dog Pilot Project



This year saw the pilot of the 'Therapy Dog Project for Hull and the East Riding of Yorkshire' which was delivered in partnership with Underdog International. The project was funded by Alex DeWinton, who connected the two charities together to explore working together. The objective of the pilot was to place therapy dogs in schools which identified children who may benefit from therapy of this kind. HEY CU recruited volunteers and their dogs to sign up to the programme and Underdog International trained and placed the volunteers in schools. The pilot was a success, with 5 schools benefitting from therapy dog visits. Underdog International will be taking the project forward now that it has been launched in Hull.

"There is a little boy who Rebecca and Paddy the dog sees who is an 'elective mute' but he actually went back to get his teacher to tell her to come and see Paddy!"

Teacher, Newington Academy

HEY CU in the holidays



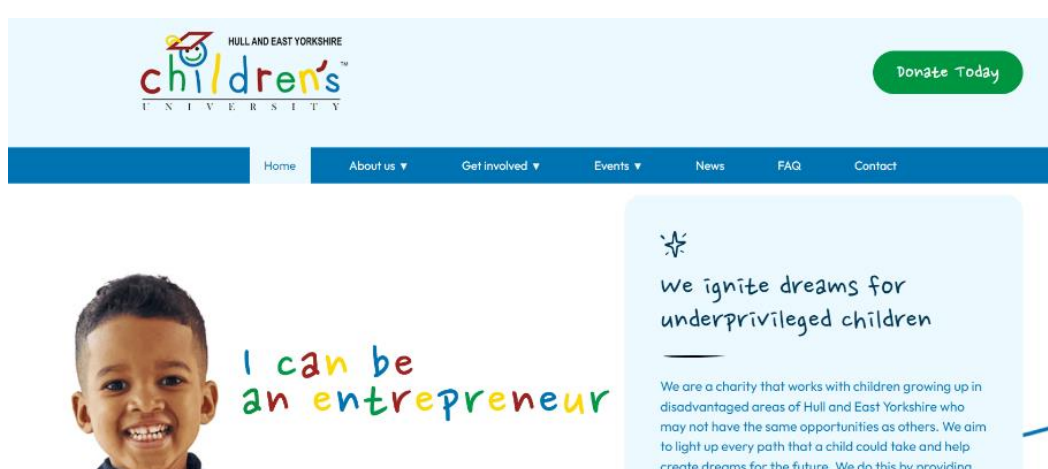
This year we secured funding from Hull City Council's Healthy Holidays to deliver our "HEY CU in the Holidays" school holiday club so that we could expand our services during the school holidays. 15 children benefited from the pilot of this project, taking part in experiences.

New Website

After feedback from our stakeholder audit in 2021, some stakeholders commented that we could have a better website. Therefore, a key objective of our strategic plan was to create a new website that achieved the following:

- Better explains what we do
- Is easier to navigate
- Helps increase funding by making it simpler to donate and shows where donations go
- Gives information about each experience and allows schools to request experiences

In October 2022 we launched our brand-new website and we feel we have been successful in achieving the above aims. We have also received great feedback from our stakeholders.



Christmas Projects



This Christmas, Santa and his HEY CU elves delivered presents and a special festive breakfast to 463 children who attend schools in the most disadvantaged areas of Hull. Our “Breakfast with Santa” is a scheme exclusive to our corporate partners who fund the presents and come along on the day to surprise the children with them.

Our elves were also very busy doing our “Doorstep Elves” Christmas drop offs for 20 families who had been nominated by local schools. These families were going to struggle to have a Christmas this year, so our elves brought them the ingredients for Christmas dinner and presents for all of the children. Thank you to Cranswick and Morrisons Beverley for providing the food.

Corporate Partnerships

With thanks to our corporate partners 22-23:



Our corporate partners support us at either Bronze, Silver, Gold or Platinum level and each of these levels include different objectives for the partnership. All partners are allocated experiences that their sponsorship funds. The children take a teddy, branded with the business' logo, and wear branded stickers during their experience. Employees of the partner businesses are also given the opportunity to attend our experiences as volunteers.



Fundraising and Events

The employment of a Community and Events Fundraiser has had a great impact on the charity's fundraising and events calendar. We were able to raise an extra £40,000 in one year from our community events and we are looking to raise even more than this in the next financial year. We now have an established events calendar which our supporters and partners can engage with to support our work.

Skydive



On Friday 11th August five incredibly brave fundraisers took to the skies in the very first HEY CU skydive. The wind may have caused us a few delays across the day but in the end all five fundraisers took the leap and loved every minute of it. A few are even keen to do it again sometime. Together, they raised a phenomenal £3,680.

Get Caked



In the spring of 2023, supporters of HEY CU took part in Get Caked, a local muddy run at Sledmere Estate. They climbed hay bales, waded through water and crawled through mud to raise a fantastic £2,614.in total . They were awarded a medal and, of course, a cake to celebrate their crossing of the finish line.

Marathons and runs



Denys Fell of Densholme Farm had already completed 5 of the 6 world marathons, and this year he decided to take on number 6, the Boston Marathon, to raise money for HEY CU. Denys said 'I had already run five of the majors and this was an opportunity to complete the set. Places are hard to come by, so to be invited was wonderful. But with being completely out of training and, at age 72, I wondered if it was best to forget about it. But then I thought as HEY Children's University encourage the children they work with to believe that they can achieve great things - I said YES' He raised a fantastic £1315 for the charity.



In April 2023, Rob O'Neill was lucky enough to secure a place in the London Marathon and chose to raise funds to HEY CU. Despite the rain, Rob completed the marathon with a personal best by 10 minutes and raised an amazing £1611.25.



In June 2023 "Team HEY CU" had 15 keen runners take on the Hull 10K, including our charity's founder Dr John Buttrick MBE. It was wonderful to see so many Children's University t-shirts and flags around and all of the runners had many people there supporting them. They raised over £2,000.

Fancy Dress Abseil



In December 2022, we launched our very first Festive Abseil. Supporters were encouraged to wear fancy dress as they took on Hull's highest office block, the K2 Building, with a 200ft descent- it certainly isn't for the faint hearted.

Spectators witnessed Luke, Spiderman, Superwoman and some of Santa's elves making their way down the side of the building from the Skygarden terrace on the 13th floor. The heavy rain added an extra challenge for the abseilers, but all 12 of them made it down to the safety of the 2nd floor base where their friends and family were eagerly waiting for them. They collectively raised £1667.

20s Roar Again Ball



In May 2022 we held our annual fundraising ball which was the first since the pandemic. This year's theme was "The 20s Roar Again", transporting our guests back to the 1920s. We held fundraising games, a silent auction and even got our guests to try out some swing dancing. The event was our most successful ball ever, raising an incredible £11,000

Thank you to our Funders



Special Thanks

Hull and East Yorkshire Children's University has a number of key relationships with local and national organisations who we would like to give special thanks to:

The University of Hull supports our work by running joint projects with Hull & East Yorkshire Children's University. The University contributes annually to the charity's core funding as a platinum partner. They provide funding for experiences for schools via Fair Access which we bid for on an annual basis. They provide us with pro bono accommodation on campus and fund one of our full time Letter Box coordinators. They also fund the activities budget for the Step up, Move On programme for children looked after that we run in conjunction with them.

St Stephen's Shopping Centre provide our staff and volunteers with free city centre parking when attending Learning Experiences or meetings in the city centre. They also open their doors to our children to provide an engaging Learning Experience.

Hull Trains and LNER provide us with discounted rail travel when travelling with our children to both London and Edinburgh.

We are indebted to organisations that provide experiences and release staff to volunteer with us as well as funding experiences for the children. These include: The Virtual School Hull, Humberside Police and Crime Commissioners Office, Rollits LLP, Northern Gas Networks Densholme Farm, Rose Horsepool, KCOM, Hobson & Porter, GGP Consult, Reckitt, Rix, H&H Comms, The East Riding of Yorkshire Council and the East Riding Virtual School, A special thanks to Garfield Weston, Children in Need, Chaloner Children's Charity and The John Armitage Charitable Trust for their ongoing support of our work. Our philanthropic donors provide vital core funding that allows the charity to continue growing and we would like to thank both the The De Winton Family Trust, Ian and Debbie Paver, founders of the Pavers Foundation and Eman Forster of Nurture a Child for their ongoing support of our charity.

The Way Forward

We know that it can take just one experience to change the course of a child's future and we are committed to providing as many different opportunities as possible for underprivileged children in Hull and East Yorkshire. We aim to have an impact for generations to come, as broadening horizons for children now will mean that they will also know what is out there for when they have their own children.

We have some very exciting plans for the next academic year which include:

More experiences Per child

We know that our impact will be even greater if a child has several experiences with us, preferably an experience from each of our HEY CU concepts. We will be rolling out a more intensive offering of our experiences in clusters of schools on different estates in Hull. Children in specific year groups will be able to take part in a number of experiences in one year and we will measure the impact of this intensive approach.

Long Term Impact Measurement

A key focus for the next academic will be measuring our long term impact. We have been lucky enough to hear some wonderful case studies around our long-term impact but we also would like to put systems in place that allow us to collect quantitative evidence. We will also look at our Social Return on Investment.

Expansion of Letterbox Programme

The Letterbox Programme for has been extremely effective at improving reading attainment for Children Looked After. We currently have a waiting list of referrals of Children Looked After in Hull so we will be recruiting another Hull Letterbox Coordinator to work with those children.

Structural changes

Following the appointment of the new Chief Executive Officer, some adjustments to the charity's staffing structure will take place to ensure that there is capacity to meet the demands for our services and raise the funds required to do so.

Expand offering around careers in the Arts

We have found that many of the children that we speak to have very little or zero knowledge about careers in the arts. Many children have also not had chance to discover their talents in the arts, so we would like to offer more experiences and deliver more projects with this as a focus.

Focus on Environmental/ Green experiences

By the time the children that we are currently working with are of working age, many of their career options will be in the "Green" sector, with a focus on improving the environment and the effects of pollution. Therefore, we would like to create more experiences that focus on these careers.

For more information on Hull and East Yorkshire Children's University please contact our CEO, Rose James, at rosanna.james@hull.ac.uk or visit our website www.hullchildrensuniversity.com



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