



Annual Report 2023-2024



Contents



Welcome
Grants, Trusts and Corporate Partners
What We Do
2023-2024 Monitoring
Highlights
HEY CU in the Future
Tim's Surprise
Social Return on Investment
Corporates
Community and Events
Volunteers
CLA Programme
Looking Ahead
Financial performance



View our
work



www.hullchildrensuniversity.com

Swale House, 246 Cottingham Road, Hull, HU6 7RS

Registered Charity

Number: 1124329

What We Do

*A lot has changed here at HEY CU since we began operating back in 1996, but one thing remains the same, **our commitment to children and young people growing up in economical injustice.** We will ensure we stay committed to:*



Empowering children, always

‘ Our learning experiences are designed with our ACE ethos at the core. They are designed to empower children’s aspirations, confidence and engagement.’



Developing skills, to build aspirations

‘ Our HEY CU in the Future business experiences support whole classes of primary school children by giving them an inspiring, hands-on insight into the world of work. ’



Supporting those in need

‘ In addition to our core learning experiences, we support families at Christmas with essentials for their children. We run Breakfast with Santa and Door Step Elves.’



Being better, together

‘ We believe in working together to create more of an impact for our young people. This year we have partnered with other third sector organisations and are looking forward to do so in future years .’



Placing culture at our core

‘ Positive culture is vital and makes us more productive. We follow our culture code to ensure that everyone in our organisation feels valued and listen to, along with understanding the charity’s vision’

2023-2024
Our most
impactful
year yet...



13,025 children came on

386 Learning Experiences



36

Business experiences

we worked with

72 Primary Schools

61 in Hull & 11 in the East Riding

139



Volunteers gave their time to inspire the next generation

Our Children's Board of Trustees consists of

16

members from 6 schools



394

Children had Breakfast with Santa!

Families were supported by Doorstep Elves

20



30

Tim's Surprises!



19

schools received surprise book parcels on World Book Day



Fundraisers taking on challenges Get Caked, Skydiving, Abseiling and the Hull 10k raised

£8,500



Thank you

Corporate Partners



BRONZE



SILVER



GOLD



PLATINUM

Grant and Trust Funders

The John Armitage Charitable Trust | Chaolner Children's Charity | The Angus Lawson Memorial Trust
Two Ridings Community Foundation | Nurture a Child | The 29th May 1961 Charitable Trust
Garfield Weston Foundation | Pavers Foundation | The Joseph and Annie Cattle Trust
The Charles and Elsie Sykes Trust

Highlights



Winners at the Charity Film Awards

This year's awards saw record numbers of votes and people attending the event so to be shortlisted was a huge success for the charity, but to win the award is just amazing – the first Hull charity to do so.



KCOM go GOLD and gift a phonebox

The launch of our “Hull Ambassadors” phone box is a wonderful way to mark our partnership and gives local families the chance to follow our Hull Ambassadors Trail to find out all about some of the most inspirational people from our city.



Lord Mayor's Appeal

We were thrilled to be names as one of the chosen charities for the Lord Mayor of Hull appeal. The appeal will involve several events being held over the course of the year to raise funds for the charities.



✨ Highlights ✨

Bransholme Cluster Programme Launched

In 2021, we launched our pilot “cluster” programme in North Hull with the support of the University of Hull and this has proved extremely successful. The changes that have been reported in the children that have taken part have been remarkable and having the chance to experience multiple Hull and East Yorkshire Children’s University trips has created opportunities for the children to learn new skills that they may not have learnt in school; discover talents that they didn’t realise they had and see places that they would have never had the chance to see.

Thanks to a significant business donation, 2023 saw the launch of our second cluster style programme, this time in the Bransholme area of Hull.

Bransholme is one of the most socioeconomically disadvantaged areas in Hull and we wanted to build upon the success of our other cluster to ensure that children in this area experience as much as possible in one year. The cluster format is a more intensive programme, with Year 5 children each attending 4 of our experiences in one academic year.

Trips are what we all remember from our school days.’ If we truly utilise them for the benefits they hold, the long-lasting effects could be transformative.
wythe, 2023.

HEY CU Children's Board

At HEY CU, we understand the importance of children's voices and are committed to finding ways to increase participation. One way we do this is through our Children's Board of Trustees: an elected group of local schoolchildren, representing different areas of Hull.

After meeting with the Deputy Lord Mayor for lunch at the Guildhall, the children were introduced to the idea of how they can use their voices to make a change. They trialled our Spurn Point experience alongside staff from the Matthew Good Foundation, who had funded several of these experiences across the academic year and fed back their thoughts

The biggest responsibility came in March, when the Children's Board invited our business partners and other representatives to say thank you. 'Kids Say Thanks' was extremely successful: there was not a dry eye in the room!



The children have even recorded a podcast at INIT Creative, documenting their journey, which you can check out on our YouTube channel! They are looking forward to retaining their positions for their final year of primary school, having even more of an influence on the experiences of the children we serve.





“Research from the Education and Employers Taskforce shows that a person who has four or more meaningful encounters with an employer is 86% less likely to be unemployed or not in education or training.”



Our ‘HEY CU in the Future’ branch of business visits was particularly successful, with **36 experiences** offered by local companies. Aiming to broaden children’s understanding of the world of work and the opportunities available, carousels of activities covered different aspects of business-life, from health and safety to HR, and from manufacturing to distribution. Always varied and engaging, we appreciate the support of the business community in helping to deliver these unique learning experiences.

Tim's Surprise



Designed to honour the memory of our founder, John Buttrick's, son, Tim's Surprise aims to bring an extra bit of sparkle to the lives of key children who have experienced significant adversity. This could be (but certainly not limited to) bereavement, serious illness, considerable caring responsibilities etc.

Primary schools were asked to nominate a child, whom they felt deserving of something a bit special; we are delighted to announce that we managed to surprise all thirty nominated children across Hull and East Yorkshire with thanks to some very special companies, charities and individuals. Tailored to their specific interests, they have been on trains, had art and craft sessions, pamper parties and football training sessions, seen behind-the-scenes in some of Hull's most historic and important buildings, and much more!

With thanks to Becker UK Ltd., Calvin Innes, Cineworld (Kingswood), Claughtons, Councillor Pritchard, Dolly Daydream's Party Caravan, Hollywood Bowl (Kingswood), Hull Trains, INIT Creative, Let Loose!, MakerSpace, Reel Cinemas (Hull), Tigers Trust and a number of individual donors who all helped to power children's smiles through their involvement with Tim's Surprise.



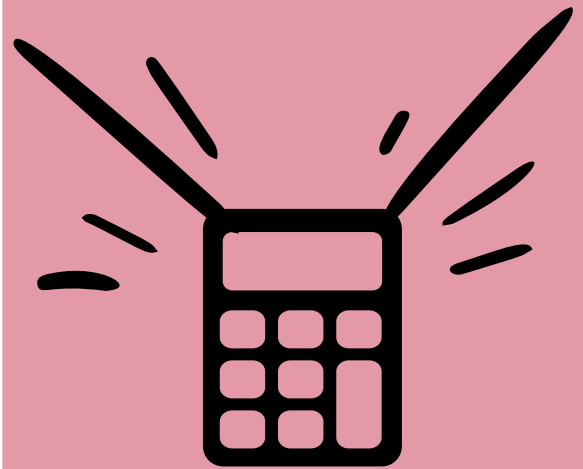
Social Return on Investment

The Social Return on Investment (SROI) method shows the value of the social, environmental and economic impact that has been created by an organisation and is able to show that value in financial terms. This makes it possible to weigh social benefit against the cost of investment.

The SROI methodology uses a spreadsheet analysis called an Impact Map. Inputs, outputs and outcomes are entered into the map. The relationship between these components is sometimes known as the 'theory of change' and shows how the intervention makes a difference.

Other information – indicators, quantity, value (known as proxies) is also entered into the map. Formulae calculate the final value in monetary terms.

**Every £1
Invested in
HEY CU**



**£8.31 in
SROI**



Corporate Partnership



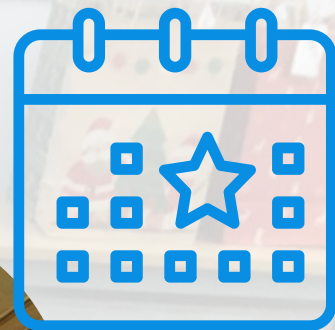
A special thank you to our **26 corporate partners**; committed to making a difference in the lives of underprivileged children living in Hull & East Yorkshire. This continued support has enabled us to reach more children than ever before!

Our business partners sponsor learning experiences for whole classes of children, plus they provide inspirational role models for the children to aspire to be. This year, more corporate partners than ever before have opened their doors to our children and given them the chance to see what 'a day in the life' of their employees is really like. **"I want to work here when I'm older"** was excitedly uttered by children after many of our business visits.

In addition, corporate events raised vital funds for our charity including the HEY People in Business Awards, Raymond James Golf Day, plus many more corporate fundraising challenges, sponsorship and donations. We are extremely grateful for every donation whether it's £10 or £10,000.



Community & Events



The Enchanted Forest Ball welcomed 260 partners, supporters, trustees, donors and volunteers to the DoubleTree Hilton and raised £8,000



Our first 5-a-side Football Tournament 10 teams of partners tackled it out to be crowned our first champions.



On March 3rd, one of our volunteers Colleen took on the Tokyo Marathon to complete her mission of running all 6 world majors! In 2019 she got the 'marathon bug' and with London, New York, Chicago, Boston and Berlin under her belt, Tokyo would complete her Abbott World Marathon Majors set. We were honoured that she chose to fundraise for HEY Children's University to mark such a special achievement and Colleen didn't disappoint – she has raised **£2,079.85 + £372.60** in Gift Aid!

Volunteers



Over the past academic year 131 people have applied to volunteer with HEY CU. 76 of those have completed training and 68 of these new sign-ups have gone on to do a volunteering shift, with 32 new volunteers completing multiple.

This is an increase compared to the previous year 2022-23 where 22 new volunteers completed a volunteering shift and 6 completed multiple.

We have also had volunteers provide valuable ideas and feedback so that we can add even more learning opportunities to our experiences.

***'It was an incredible enjoyable and rewarding to learn trawling with the children and staff. This experience allowed me to reconnect with my inner child and see the world from the children's perspective.'* -Volunteer, Trawling Experience**



Children Looked After (CLA) Programme



Thank you

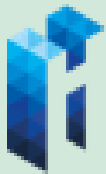
Our work on the Children Looked After Programme is made possible with support from the following:

William and Alex De Winton

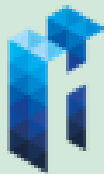


BBC

Children
in Need



HUMBERSIDE
POLICE & CRIME
COMMISSIONER



Hull

City Council



EAST RIDING
OF YORKSHIRE COUNCIL

SWIRE
CHARITABLE
TRUST

The William's Fund

Background

Children in the care system are some of the most vulnerable in our society, and they have often experienced significant trauma and neglect. Children looked after are more likely to have low educational attainment, mental health problems, and behavioural difficulties. They are also more likely to become involved in crime and substance abuse.

There are approximately **200** primary aged children and **240** secondary aged children looked after by Hull City Council.



2023-2024
Our most
imPactful
year yet...

Children Looked After Programme (CLA)



68

Children Looked After came on

38

Learning Experiences

LETTER
BOX

the letterbox club

BookTrust
inspire a love of reading

120

children on
the Letterbox programme



Across 36

schools in Hull,
East Riding &
East Lincs

15

Year 6
transition
packs



15

Summer activity packs



8 young people
119 Art Therapy
sessions

120

children
attended the
Celebration Event



73

young people
aged
11 - 18

Move
UP
Step



10 University of Hull Experiences

5 Sports and Culture Experiences

4 College Career Day Experiences

5 Wellbeing Experiences

5 Industry / Career Days

29

SUMO
Experiences

+ 140
wellbeing
packs

Letterbox Club



Many children looked after have not had the early exposure to books that other children may have had, they are often reluctant readers and behind their peers in reading ability.

The Letterbox programme aims to promote a love of reading with high interest accessible books whilst allowing children to improve and develop their reading skills in a safe, secure environment.

**Increases
reading age**

**Increases
confidence**

**Increases
engagement**

To monitor progress, the children on the programme are assessed in January and June of each year using a standardised reading test. A child's reading attainment can improve by up to 12 months in their first 6 months on the programme. This is due to specific targeted intervention. The impact is that children become more confident and engaged in the classroom as they are able to access all areas of the curriculum. Reading accuracy and comprehension improves and children develop a love of independent reading. One child on this year's programme is now his school's Reading Ambassador!



Step Up Move On (SUMO) is designed to support a small group of young people with care experience throughout their secondary and higher education to help build confidence, self-esteem and support them to achieve their future aspirations.

SUMO creates opportunities, support and social networks, it also celebrates individuals education/learning success at their annual celebration night, this gives children and young people the opportunity to shine and made to feel special. Thank you for all your support with my Young Person, I would certainly recommend this service to other carers and their children.

Quote from Carer



Benchmark 1

A stable careers programme



Benchmark 2

Learning from career and labour market information



Benchmark 3

Addressing the needs of each pupil



Benchmark 4

Linking curriculum learning to careers



Benchmark 5

Encounters with employers and employees



Benchmark 6

Experiences of workplaces



Benchmark 7

Encounters with further and higher education



Benchmark 8

Personal guidance



CLA Learning Experiences

The CLA programme delivers experiences during half term periods, including some weekends and evenings, to a maximum of 12 children at a time. This ensures we can support and nurture each individual child throughout the experiences. With a special focus on the social and emotional development, we provide children with the extra support needed to flourish in each environment. Working closely alongside professionals, we provide the stepping-stones to raise children's confidence levels, motivation, teamwork and the ability to try new things.

95% of carers reported an increase in motivation in their young person

We aim to support the development of these children to give them essential skills needed for everyday life. Our experiences are delivered by our trained Learning Experience Leads and are supported by a bank of trained volunteers from various backgrounds.

These experiences can help children to develop their social skills and confidence, and to build resilience. The CLA programme is also a valuable opportunity for children with care experience to make new friends and to develop positive relationships with adults. These relationships can help children to feel safe and supported, and to believe in themselves.

96% of children reported feeling confident enough to try something new on one of the experiences

Case Studies

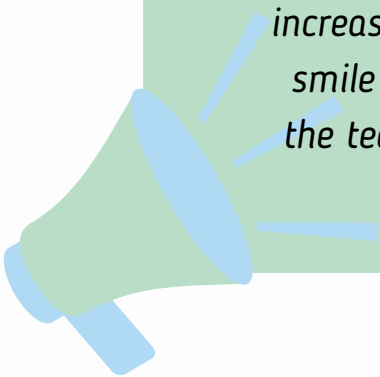


Child A, who was new to the learning experiences, was feeling apprehensive about attending. Having the confidence to attend her first experience was a huge barrier to overcome. On her first experience, a visit to Forest School, she asked lots of questions on the walk down to the woods and was not sure what to expect. With little experience of the outdoors, she was worried about the mud, the insects, and was unsure how she would fill her time and make friends. As the day unfolded, Child A began to overcome her initial worries with the support of the other children and the HEY CU team. She followed the lead of the other children as they explored the area and began immersing herself in the activities. This was the first time Child A had ever played with mud, yet after some encouragement, the day was filled with laughter and exploration as Child A experimented with mud, water and other natural materials. Child A spent time being present and explored the area looking for signs of early spring. She was fascinated by the freshly sprouted grass and asked if she could lay down on it. She laid on the grass and watched as the blue sky emerged from behind the clouds, she said 'This is the greatest day ever, I feel so relaxed!'

Child on CLA Learning Experience Programme

Child B attended their first experience at Goxhill Meadows, a therapeutic animal farm. At first, Child B stood away from the group and the animals. With time, patience and encouragement the child began to join in. By the end of the day, Child B was leading a horse around a training area, guiding it past obstacles and jumping. He demonstrated a drastic increase in confidence and self-esteem. He finished the day with a huge smile on his face and could not believe what he had achieved. He told the team, "If school was like this, I would go everyday!" and aspired to now live and work on a farm when he is older.

Child on CLA Learning Experience Programme



Looking Ahead



Evaluation- In line with our new ACE Objectives, we will be revamping our evaluation system, focusing on both short time and long term impact. In the short term, we will be aiming to take a more intensive approach and tracking change over time. In the long term, we will be looking more closely at our lasting impact when young people are in the final years of education.

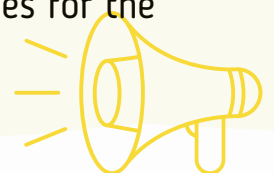
Eco experiences- We will open our own ECO classroom where we can deliver a range of environmental and sustainability focused experiences. These experiences will also focus on “green careers” and the paths to achieve them. We will introduce a new “Eco Badge” for our corporate supporters to involve them in this new line of experiences.



Added value to our experiences/quality- It is important to evaluate our experiences and look at ways in which we can further the learning after an experience has taken place. We will bring on a Learning Experience Manager who will expand our experience programme and increase our offering by creating content to be used back at school after an experience has finished



Propelling platform for children's voices- We strongly believe in giving children a “seat at the table” and listening to their ideas and thoughts about the future. Our Children's Board will continue into it's third year and the current cohort will spend a second year as members. The first year focused on the reasons why it is important for children to have a voice and a platform. The second year will focus on opportunities for the children to use their voices to make a change.





Registered Charity Number: 1124329

