



2021

ANNUAL
REPORT

THE PEEL PROJECT CIC

REGISTERED COMPANY NO: 13062529



DIRECTORS COMMENTS

2021 has been an unbelievable year for The Peel Project.

For young people and their families in one of the most socio-economically deprived and ethnically diverse communities in the Humber region, the effects of the Covid-19 pandemic were felt more so locally. We saw first-hand how mental and physical wellbeing was affected.

Following various consultations with residents and authorities, in December 2020, we formed a new organisation to address the lack of grassroots community and youth engagement work that was taking place locally. The lack of local activities was further restricted by Covid-19 pandemic.

As a new organisation, we are truly grateful to have been supported by Hull City Council and Humberside Police. Firstly, by the Council to allow us to 'adopt' the park as our base and secondly from Humberside Police who provided several cargo containers which provide us with storage and meeting facilities on the park.

We couldn't continue our work without our local partners.

Since June 2021, we are proud to have been able to deliver:

- a variety of outdoor fitness activities to young people,
- various support services to marginalised groups of women,
- community engagement events,
- and make many improvements to our local park.

All of which have helped build communities and improve mental and physical health.

For young people from disadvantaged backgrounds, services like ours are particularly important. Many begin their development journey with a youth organisation in their community. These communities offer a safe place where they can be themselves, connect with youth workers and volunteers, build friendships and participate in a range of activities on offer.

The founders would like to offer special thanks to the countless volunteers, Humberside Police, Hull City Council, Hull and East Yorkshire Mind, the Mosques in Hull, our mentors and our friends and families.

Looking ahead to Spring and Summer 2022, we aim to increase the number of young people and adults partaking sports and physical activities and perform various community engagement work that will enhance the lives and wellbeing of people.

Yours sincerely,

Salem Ali, Jamal Choudhury and Faisal Iqbal
Founders of The Peel Project



WHO WE ARE

In less than 12 months, The Peel Project has gone from a newly formed organisation to one which is delivering 13 weekly 'doorstep activities'.

We provide support services to the local Hull community with emphasis on groups of people from lower socio-economic backgrounds and BAME (Black, Asian Minority Ethnicities) and offer a range of support to the local community, particularly around the Central Ward, Hull.

Building community's best describes the work of The Peel Project. As a Community Interest Company, we strive to achieve many outcomes, such as improving mental health, improving fitness and activity, and reducing anti-social behaviour in our local area.

We are run By the community, For the community.

WHAT WE DO

The restrictions on access to facilities and services highlighted the challenges that local people face, particularly in terms of young people accessing sports and physical activities.

Peel Street Park is an open-access site, which in recent years has become a place for older teens to gather, and a site for anti-social behaviour. The initial ambition for The Peel Project was to make the park a usable facility for the whole community, and certainly make it somewhere for young people simply to play.

We recognised that although the Park has been there for many years, it was under used and there was little engagement or organised activities available for young people.

Adopting the park as our own, we work with children and young people, whilst also supporting wider families and communities in Hull. We offer a safe space for people to be themselves, grow and meet other local people, regardless of background or individual family circumstances.

Being Hull's first BAME led organisation we are passionate and well placed to address the widening of inequalities in sport and physical activity. Over 60% of our service users are classed as ethnic minorities, it is vitally important to get people from marginalised communities to become community champions and youth workers.

The Peel Project hub is now based in the park, and we now run a selection of activities for the local community such as:

- Youth and adult fitness sessions.
- Community engagement events.
- A community kitchen.
- Ladies befriending sessions.
- School holiday clubs.
- Community days out.



2021 - A SNAPSHOT

In a short space of time the organisation has made a positive impact on the lives of young people and the communities we serve. Our activities have added enrichment to the lives of some of the most deprived and diverse communities in the Humber region.

In summary the organisation has:

- Increased the number of hours of organised sports that young people are partaking each week.
- During the summer holidays we provided a 5-week programme of activities as part of the Holidays Activities and Food programme. Average daily attendance for this was 70 children.
- Received a visit from local MP, Emma Hardy and featured on the BBC Look North news programme.
- Helped improve confidence and skills of young people, which in turn has led to improved behaviour in schools.
- In the winter holidays we took 154 children to Ice Skating, many of whom had never been ice skating ever.
- Supported parents by providing daily 'doorstep' sessions.
- Created a team of trained youth workers and volunteers.
- Performed Community building exercises.
- Launched various partnerships and initiatives with the likes of Mears Group, Hull Help 4 Refugees, Hull and East Yorkshire Mind, Hull Mosque to deliver services for residents.
- Created a steering committee and focus group to influence and participate in future developments.
- Reduced anti-social behaviour and made the local park safer to play and spend time in.
- Engaged with various Hull City Council services to make improvements to the park which include resurfacing the MUGA, applying pitch markings, cut grass more frequently and install extra bins.

Performed various appeals which has led us to receive donations including:

- Laptops to address digital exclusion amongst marginalised groups of women.
- Over 1800 sanitary products.
- 100's of items of Clothing, toys, and nursing products.
- Over £3000 of sporting equipment.
- Over £8000 of donations from private sector organisations.





OUR IMPACT

<p>131 females accessed support from us in 2021. Individuals are aged between 5-15 years.</p>	<p>750 people attended our first community engagement event</p>	<p>191 hours of fitness activities took place for both young people and adults for the 6 month period July 21 - Dec 21.</p>
<p>60% of our service users are from ethnic minority backgrounds</p>	<p>120 females from marginalised groups attended 16 separate befriending sessions</p>	<p>144 fitness sessions were held for young people and adults in 2021.</p>
<p>26 ethnicities attended our sessions within the community</p>	<p>47 schools have children that regularly attend our sessions</p>	<p>27 volunteers actively support our work in the local area</p>
<p>81% decrease in anti-social behaviour in the local area since we began delivering support</p>	<p>1,589 meals were provided to children throughout the summer and winter holidays at activity sessions.</p>	<p>252 males accessed support from us in 2021. Individuals are aged between 5-15 years.</p>



OUR IMPACT

"I think you help the youth engage with the community and you help to bring their characters out."

"It is a project going in the right direction."

"Great atmosphere and everyone is so welcoming and helpful."

"So fun!"

"The project is socially inclusive for a diverse range of children and young teens; it empowers them and teaches them how to interact whilst applying respect to others, whilst having fun in the school holidays in a safe nurturing environment."

"You help children experience activities which they wouldn't have done otherwise."

"We as a family are grateful to Peels Park for giving children a worthwhile experience and make their holidays productive. Gratitude which we cannot express in words."

"Good for the community and brings us closer together."



OUR VOLUNTEERS

The organisation has become an asset to its community. It has enabled ethnically diverse members of the community to perform countless hours of volunteering, providing support to young people and those people who are socio-economically deprived.

We have seen an amazing amount of goodwill, dedication, and support from people from all walks of life. We believe that this is one of our organisation's key strengths – attracting local residents to come together to make a difference and help us in our goal of increasing capacity in more marginalised communities such as those in the Central Ward, Hull.

It is well known for several years there has been many cuts in budgets and frontline services, the effects of these have been felt hardest by certain segments which include BAME and individuals and families that are socio-economically deprived.

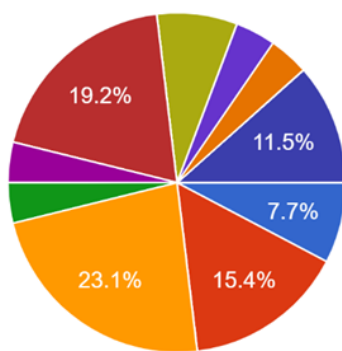
In 2021 our team of volunteers performed 969 hours of volunteering in service delivery which include our youth and adult fitness sessions and our community engagement events.

The organisation has 27 volunteers who speak over 10 languages between them and have a wealth of skills and experience that are transferable. They include a variety of professions – 5 work as senior managers, 6 who are teachers and 4 who work in youth services.

The organisation has provided access to various training courses, with safeguarding children, Youth Mental Health, First Aid, and various sports activator courses taken by many volunteers.

We are proud to be creating Community Champions, bringing people together to build strong communities and local services.

Please tell us your profession
26 responses



- Senior Management
- Marketing and Advertising
- Construction
- Retail
- Engineering
- Transport
- Information Technology
- Manufacturing



SARAH'S STORY

Sarah began volunteering for The Peel Project in July when she started helping as a youth activity coordinator within our Summer Holiday Activities and Food Programme.

At the start of the summer holidays, Sarah volunteered 2 days each week and now volunteers 4 days each week. Being an experienced teaching assistant, she brings a wealth of experience and is now the lead coordinator of our women's services.

Sarah's work has been invaluable and enabled us to expand our support services. Her engagement with service users as part of a needs analysis highlighted a variety of needs and frustration. In response to the data obtained, we were able to engage with our wider support network to obtain laptops for newly arrived Asylum Seekers.

Sarah is currently busy with getting our service users to engage in the new community garden project that is due to launch this spring/summer.

Sarah explains why she chose to volunteer:



Growing up in Birmingham, I came from a low-income working-class family and being mixed race, I experienced many challenges and difficulties in fitting in. When I heard about The Peel Project and its vision to improve the lives of young people and their families, I felt that I was well placed to help.

I got involved was because I was seeking friendship and trying to find a purpose. The Covid-19 pandemic had led to changes in my normal day to day life as I was cut off from my regular activities and lifestyle. Leading these new sessions has let me meet people and has helped me. I have become involved in a variety of activities that I otherwise wouldn't have, and been able to give back to the community and help people makes me proud.

I cannot really choose a favourite of all the programmes that I am involved with, but I would say the one which I feel is the most significant is the ladies gym sessions, the fact that these sessions are attended by marginalised women who have never stepped into a gym before is amazing.

I have seen how they are slowly gaining confidence and are now bringing their family and friends.



Sarah - Volunteer Lead Coordinator



CAN YOU HELP US?

As a much-loved children's organisation, our brand is fast becoming a household name in Hull. In 2021, we set up a host of services, this was possible by small pots of funding and through the goodwill of the residents and organisations.

To continue our existing provisions and create new services like setting up a bike training scheme and youth ambassador scheme, we need help from partners, volunteers and funders.

By associating your company with The Peel Project and supporting the work we do, this will help to inspire your employees and clients, position you as a socially responsible charity partner and meet your strategic business objectives.

The Peel Project has hundreds of engaged, digital supporters. We will actively show our thanks, promoting our partnerships through our social media channels and on our soon to be launched website, as well as seeking national and industry press to showcase your inspirational stories of support.

Whether you're looking to help fund a charity, provide pro bono work or a strategic partnership, or make us your organisation of choice, you can help us support more families in crisis in Hull.

For more information, please get in touch on 07790 770174 or email us on enquiries@thepeelproject.org.uk

LOOKING AHEAD

In 2022 we will:

- Continue to hold weekly football and Jiu Jitsu and work towards affiliation.
- Offer extra daily multi-sport sessions each day in school holidays and lunch meals.
- Launch a youth ambassador scheme and new activity programmes.
- Commence partnership working with various organisations.
- Hold community engagement events.
- Increase our capacity to support more young people.
- Develop Community Champions

All this will be facilitated by our extensively trained youth and community workers and volunteers.

In a day and age where time is a precious commodity, we would like to thank all our volunteers, steering committee and local organisations for making The Peel Project the success it is today. Your generosity means the world to the people we serve. We'll never forget your hard work.

Thank you!



Recipient of 2022 East Riding
of Yorkshire High Sheriff
Award



THE PEEL PROJECT CIC
WELLINGTON HOUSE
108 BEVERLEY ROAD
HULL
HU3 1YA

T: 07790 770174
E: ENQUIRIES@THEPEELPROJECT.ORG.UK

REGISTERED COMPANY NO: 13062529

