

creating change.



**WYKELAND Group -
strengthening communities,
supporting arts and
championing culture**



Wykeland



Regeneration for the next generation





Focusing on the future

Building skills & boosting confidence.

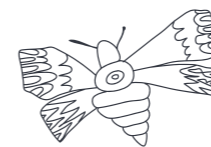
Igniting aspirations & developing resilience.

Animating the curriculum across the school.

Turning STEM into STEAM.

Celebrating success.

Nurturing enterprise.



Regeneration isn't just about buildings – it's about making environments where people thrive.

Wykeland is serious about socially aware investment that builds cultural and social capital. Creativity is the heart and soul of every city and neighbourhood. That's why we are a longstanding sponsor of the arts - and why we go further.

Alongside each of our developments, we commission bespoke projects that help develop the skills, aspirations and creativity of the next generation.

We believe in children and young people and want them to believe in themselves. Working with them, and with artists, creative experts, educators and industry professionals, we develop and deliver social projects that really work – for everyone involved.

We are proud of our creative programmes, the kids who engage with them, and the deep impacts they have made and will make into the future.

**Dominic Gibbons
Managing Director
Wykeland Group**



Our bespoke projects

**We collaborate with young people
in primary and secondary schools.**

**It's never too early to be inspired
about your future.**

Future Me

**The hoardings around our
Flemingate development in
Beverley were turned into
a public gallery by pupils at
St Nicholas Primary School
and artist Simon Crook.**

A group of 12 children learned Japanese manga drawing techniques and drew their future selves.

They taught their peers and some of their teachers, and 330 manga future-self portraits made our site look marvellous!

"The whole school got involved! Everyone is so excited to see their creations on public display." Rebecca Raisin, Year 5 Teacher, Beverley St Nicholas Primary School.





Photograph: Neil Holmes

Photograph: Neil Holmes



Bridgehead Woodland Art Trail

Since 2013, on the woodland path enclosing Wykeland's Bridgehead Business Park, artists Liz and Louis Dorton have worked with pupils from All Saints CE Federation Primary School and Hesse High School to install boutique habitats and nature-inspired artworks.

- Birdboxes with wings, legs and wonky stairs
- Sculpted feeders where the birds come and go
- A giant nest that is also a home for small mammals
- Strange woodpeckers and marvellous moths on the trees
- Willow dens and a mini, multi-coloured forest...
...and new ones are added every year!

BRIDGEHEAD
WOODLAND ART TRAIL

BridgeHead



We use the Bridgehead woodland trail as an outdoor classroom now

Kay Duffin, Assistant Headteacher, All Saints C of E Federation, Hessele



Photograph: Neil Holmes



Photograph: Louise Buckby

Photograph: Karl Andre Smit



Photograph: Louise Buckby

Our GCSE pupils who took part in this project pupils are much further ahead now as a result

Donna Ward, Teacher and STEM Coordinator, Hessele High School



Photograph: Karl Andre Smit





Photograph: Dan Urben



Photograph: Dan Urben

Seeing the sites

We use the day-to-day work on our developments to show children and young people how we do our jobs. They get hands on and stuck in.

On fun, active days on a live development site, pupils meet architects, joiners, site managers, digger drivers, bricklayers, electricians – anyone and everyone on the team!



Our process

Our projects work with students over a school year.

Our 'Learn to Share' model makes big impacts across the whole school.



Learn to share

Our creative community projects are delivered in parallel with our developments.

Firstly

Our Specialist Community Development Consultant starts the conversation with a local school.



What's working well?
What are your challenges?
What kind of activity fits your school?

Together with the school, a brilliant project is devised and we engage an appropriate lead artist, and other professionals as needed.

Then

The project begins, engaging a core group of 'ambassador' pupils who make, create, learn – and get challenged and inspired.

The ambassadors share their new knowledge with their peers and out to the wider school. The project ripples out to as many young people as possible, and teachers make curriculum links.

Finally

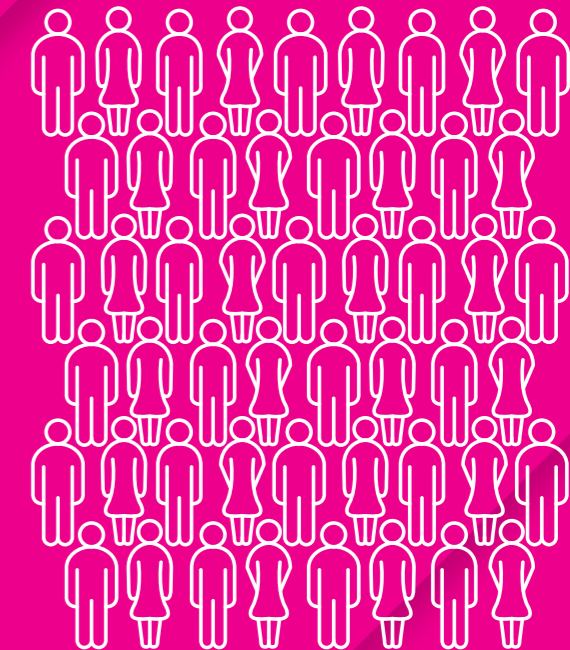
We celebrate!
Everyone involved is invited – the pupils get to show off what they've achieved to an audience that includes peers, teachers, parents and CEOs.



A GROUP OF
AMBASSADOR
PUPILS



PEER PUPILS



WHOLE SCHOOL

Go See! Go 3D! at Hull's Fruit Market



Photograph: Jack Harland



With our Fruit Market development partner Beal Homes, we took Year 5 pupils at Chiltern School on a year-long journey from the idea of work to a working idea.

Firstly, 16 pupils visited businesses in C4DI and the Fruit Market and see how they turned their passion into profit.

Then, with support from industry experts, our lead artist and staff mentors from Wykeland Beal, the pupils developed their own product ideas and created prototypes and business plans.

The 16 taught their peers in Year 5 how to do the same, cascading knowledge to the rest of the school.

Then came the Dragon's Den. Four finalist teams presented their ideas to four senior industry professionals – who almost couldn't decide which to pick, they were all so brilliant!

fruit
market
HULL

Wykeland **BEAL**

Go See!
Go 3D!
at the Fruit
Market has
done more
to create
a genuine
growth
mindset in
our pupils
than anything
else I've
seen.

Lynne Clarke, Headteacher,
Chiltern Primary School



Photograph: Jack Harland



This is a
fantastic and
potentially
life changing
project! What
a pleasure to
be involved.

Jonathan Elvidge,
Entrepreneur and 'Dragon' –
Go See! Go 3D! project



Photograph: Matthew Hogg



Photograph: Matthew Hogg



Our sponsored projects

Culture is a city's heartbeat – an expression of unique people, their stories, their ideas and their passions.

Wykeland champions the arts - sponsoring artists, arts organisations and events that animate our city, and help communities flourish and grow.

Hull - City of Culture 2017

We were the first of 22 'Bid Angels' who committed funding to the initial City of Culture bid and then became a Major Partner of Hull UK City of Culture. Our development in the Fruit Market cultural quarter, in partnership with Beal Homes and Hull City Council, includes a contemporary art gallery space.

Photograph: Chris Pepper



**HULL
2017
UK
City
of
Culture**

**MAJOR
PARTNER**

Freedom to Flourish

Freedom has become one of the world's most exciting urban arts festivals. Wykeland has been a key sponsor since its launch in 2007 and supports the festival team year-round – sharing expertise and a vision of how culture transforms the city and its public spaces.



Photograph: Neil Holmes

Stage@ The Dock

Wykeland transformed Hull's historic Central Dry Dock into a spectacular multi-purpose amphitheatre and iconic performance venue. It hosts a year-round calendar of incredible cultural experiences - dance, theatre and public art events.



Photograph: courtesy of Run With It

Run With It

The Run With It charity, based at the KCOM stadium, runs innovative, tailor-made numeracy and literacy programmes. Wykeland supports it with funding and professional business mentoring which has helped Run With It grow into a strong, sustainable charity.



Tremendous Toads

Hull's quirky, loveable Toads won the city's hearts when they appeared on the streets in 2010. The Toads helped Wykeland Group realise the importance of culture in regeneration. We were one of the first sponsors of the Larkin with Toads Trail in 2010, sponsoring artists to create two of the toad sculptures, and buying both at the end-of-project auction.



Photographs: Dennis Low



Photograph: Karl Andre Smit



Photograph: Neil Holmes



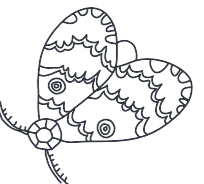
Photograph: Neil Holmes

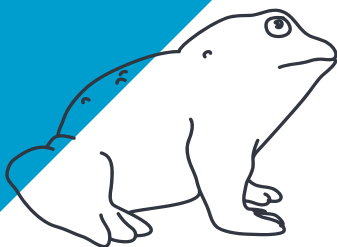


Marvellous Moths

Wykeland sponsored two sculptures in the 2016 Amy Johnson Festival's central showcase project - 'A Moth for Amy'. Moths created by pupils at All Saints (Hessle) and artist Liz Dorton, became part of the Bridgehead Woodland Trail. Resistant materials pupils at Hessle High School created a swarm of techno-moths using found objects, bicycle parts and electrical components.

Pupils from St Nicholas Primary (Beverley) also worked with Liz Dorton to create a Moth for Flemingate Shopping Centre.





**Wykeland
invests in
the future.
Our projects
inspire children
and young
people, and
enrich culture.**

