

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

**creating
change**



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 social projects - 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 children who engage with them, and the deep impacts they have made and will make into the future.

**Dominic Gibbons
Managing Director Wykeland Group**



Flourishing – now and in the future

Our principles:

Building skills and boosting confidence

Sparking aspirations and developing resilience

Creating connections and encouraging teamwork

Igniting creative thinking

Animating the curriculum across the school

Celebrating success

Nurturing enterprise



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.



I WANT TO BE AN OWL CATCHER TO CATCH ALL THE OWLS. I NEED A BIG GLOVE.



FLEMINGATE
BEVERLEY



Bridgehead Woodland Art Trail

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

- Birdboxes with wings, legs and wonky stairs
- Colourful bug hotel, that has seats too
- A giant nest that is also a home for small mammals
- Strange woodpeckers and marvellous moths on the trees
- An amazing sculptural multi-coloured forest...
...and new ones are added every year!

BRIDGEHEAD
WOODLAND ART TRAIL

Bridgehead

The children have had a fantastic time and their creations at Bridgehead have inspired new developments in our own school garden!

Toni Southern, Teaching Assistant,
All Saints' CE Federation of Academies



The children have developed so many skills throughout the year, while working with artist Louis. It has really inspired them, and many of them have visited Bridgehead with their families to share their wonderful work.

Laura Jackson, Headteacher,
All Saints' CE Federation of Academies





Imagination + Curiosity =

Imaginosity

IMAGINOSITY at Mill Hill School, Northallerton, is all about the power of ideas to develop children's creative thinking and confident creative expression. The results are ground-breaking and award-winning!

Imaginosity offers significant positive outcomes for children across a wide base of important inner skills and personal resources. These form a potentially powerful constellation of capabilities that underlie and support children's capacity to thrive.

Imaginosity Evaluation Report, Glynis Charlton, August 2023, funded by Arts Council England

Imaginosity is:



Reducing children's fear of risk, and supporting learning across the curriculum



Increasing children's emotional resilience and wellbeing



Building social capital and connecting children and families to the wider world



Encouraging parental engagement



Helping raise aspirations



Providing 'exceptional' CPDL for teachers



Reaching out to Northallerton residents of all ages – sparking joy and delight!



Daily Creative Challenge



Experimental with materials



Children teach care home residents and library users to make blooming marvellous recycled flowers



Children and families make flowers, insects and nature items during lockdown



We 'Flower-Bomb' Northallerton Town Hall!

Weekly Imaginosity sessions bring all Mill Hill children together in mixed-age groups to dream up extraordinary ideas and inventions and test them out:

Collapsible skyscraper

Inside-out sandwich

Baguette dragon

Robot birds

The children work with mentors from local businesses and deliver their best idea for the benefit of the whole community.





The next level

Wykeland established Imaginosity in 2018 as part of our Treadmills Regeneration Scheme in Northallerton. Imaginosity received further funding from Hambleton District Council and Wykeland and is now independently managed by Rural Arts, an acclaimed arts organisation, based in Thirsk.

Imaginosity won the award for social impact at The Yorkshires Commercial Real Estate Awards 2023, where Wykeland scooped the ESG (Environmental, Social and Governance) Excellence award for the project.



The Yorkshires.
Commercial Real Estate
Awards 2023

“Our aim was to improve resilience, creativity, problem-solving and to help our children find their voices – Imaginosity certainly delivers! Our children grow in confidence and are more ambitious with their plans and schemes. The CPDL impacts for staff have been immense.”

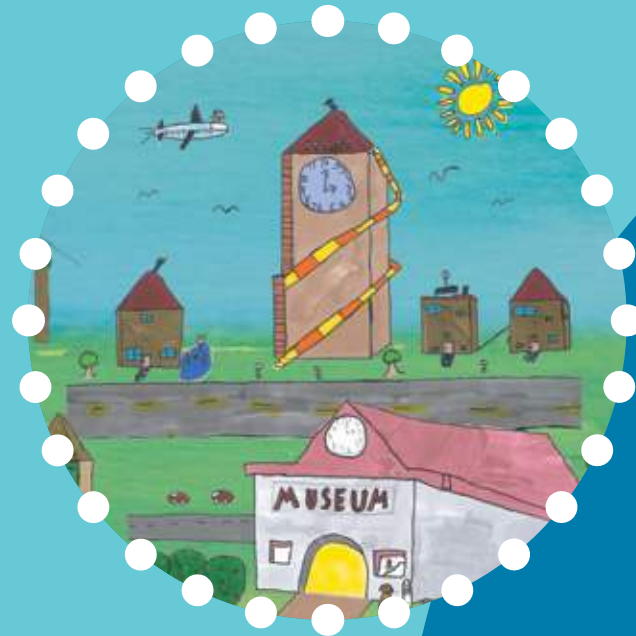
Rebecca Bainbridge,
Headteacher,
Mill Hill School

“In Imaginosity sessions, you get to do English and maths and art and **EVERYTHING!**”

Mill Hill pupil

Schools spotlights and highlights

During the regeneration of the Fruit Market, artist Simon Crook has worked with the children from Chiltern Primary School. Their amazing ideas for future life in our city create a fantastic art gallery on our hoardings!

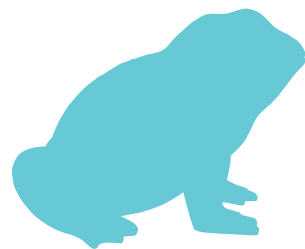


Bright Sparks – life in the future! Cool gadgets, futuristic fashion, rocket ships and space football!



creatiCITY – our city in the future!
Amazing places where everyone can flourish!





Learn to Share

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

Firstly

Our specialist community development consultant, Elaine Burke, starts the conversation with a local school.

What's working well? What are your challenges? What kind of activity fits your school? How can we help?

Then

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

Some of our programmes work up to involving the whole school in mixed age groups.

We always start with our Learn to Share model - 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!

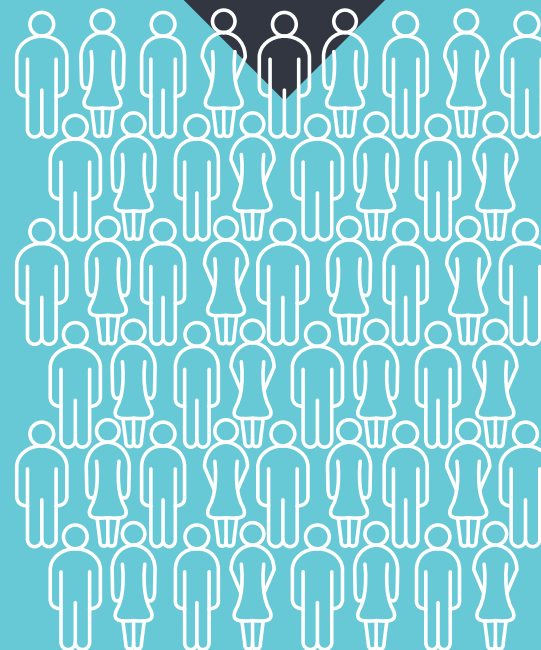
Everyone involved is invited - the pupils get to show off what they've achieved to an audience that includes peers, teachers, parents and CEOs.



A GROUP OF AMBASSADOR PUPILS



PEER PUPILS



WHOLE SCHOOL

We work with experts in children's development, who understand how children learn and thrive.

We harness the power of creativity to create new, innovative and unique programmes that really make a difference.

And we're in it for the long term.

The programmes' models influence creative schools projects all over the region, and some are attracting national attention.

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

Wykeland Beal's development at Hull's Fruit Market took Year 5 pupils at Chiltern School on a year-long journey from the idea of work to a working idea.



First, 16 pupils visited businesses in C4DI and Fruit Market to 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. Three 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



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

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



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 projects work with students over a whole school year.

Our experts collaborate with schools to create bespoke programmes that make big impacts.



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

Wykeland champions the arts - sponsoring over 40 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, artist studios and co-working space.



MAJOR PARTNER

Stage @TheDock

Wykeland transformed Hull's historic listed Central Dry Dock into our 350-person capacity outdoor amphitheatre, Stage@TheDock. Frequenting by visitors from around the region, the iconic performance venue has had a host of performances since its opening in 2016, including dance, theatre, public art events, opera, live music and cinema. At Wykeland, we have also commissioned theatre companies John Godber and Middlechild to put on performances at Stage@TheDock.

It's also worth mentioning the sustainable capabilities the dry dock offers, especially its reed beds. This serves as a surface water drainage feature which discharges 100% surface water via natural soakways and contributes to Wykeland's biodiversity strategy.



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.



A Space for Your Idea

As part of our commitment to creating an area filled with cultural activity and community events we have previously made a unit on Humber Street available as a Pop-Up space to give creatives and retail start-up businesses a helping hand to further their ambitions. Building on this success, we converted an old warehouse off Humber Street into a permanent pop up space to allow us to continue to provide this opportunity to local artists and makers. This is managed by our in-house Culture and Events Manager.



Toads, Moths and Puffins

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 the project.

Following on from the success of the Toads, came 'A Moth for Amy' as part of the 2016 Amy Johnson Festival. We sponsored 2 sculptures – with children from St Nicholas Primary working with artist Liz Dorton to create a moth for our Flemingate Shopping Centre.

In 2022, we sponsored two puffins as part of the Puffins Galore trail, one at our Flemingate centre and another as part of WykelandBeal in the Fruit Market. Each of the puffins that were part of the trail, had to respond to one of 3 core themes:

- Endangered wildlife of the coasts and seas
- The growth of green energy
- People and stories of the East Yorkshire coast.



Run With It

Following the loss of funding in 2011, Wykeland stepped in to fill this gap. Run With It is an education charity that offers tailor-made numeracy and literacy programmes to provide children with 'Learning for Life'. The charity now has four centres, the MKM Stadium in Hull (Home to Hull City AFC & Hull FC), our Flemingate Centre in Beverley, Bridlington Football Stadium and Craven Park in Hull (Home to Hull KR). Such activities include measuring the perimeter and diameter of a football pitch, using literacy to be 'film critics' and creating their own imaginative toy ideas to design, price and promote. Wykeland supports Run With It with funding and professional business mentoring which has helped them grow in to a strong, sustainable charity.



**RUN
WITH
IT**



Humber Street Sesh

We are proud to have been a sponsor of Humber Street Sesh since the first festival in 2012. Humber Street Sesh provides a powerful platform for the emerging artists of the region and has grown over the years to include UK national artists.

Jubilee Woodland - Queen's Green Canopy

As part of The Queen's Green Canopy initiative across the UK to celebrate Queen Elizabeth II's 70-year reign, we created the Jubilee Woodland in partnership with Yorkshire Wildlife Trust, Humber Forest and community volunteering charity The Conservation Volunteers. The new woodland features a trail through the trees, creating a new outdoor space for the community and visitors to the area to enjoy.

The Jubilee Woodland is located on land south of Melton West business park and features over 1,200 trees which were helped to be planted by 5 local primary schools: All Saints CoE, Chiltern Primary, St George's Primary, Swanland Primary and Welton Primary.

A new 225m-long path was also constructed linking, at two places, into the existing Long Plantation public footpath, which forms part of the Yorkshire Wolds Way.





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



Wykeland



Regeneration for the next generation