



2022

IMPACT  
REPORT

**THE PEEL PROJECT CIC**  
**VOLUNTARY YOUTH & COMMUNITY ORGANISATION**

REGISTERED COMPANY NO: 13062529



# INTRODUCTION

The Peel Project continues to become a trusted organisation within the local community and is recognised for carrying out activities which benefit the community and in particular (without limitation) to ethnic minority communities in Hull. By starting with grass level youth work and community work predominantly around fitness and wellbeing we have increased our capacity and created outputs and impacts with disadvantaged people.

The focus of our work is with those suffering deprivation, those who are new to UK or do not speak English as a first language and need support (low income families who cannot afford to support their children in extra curricular activities), education (for example women learning about cancer screening, healthy eating and lifestyles), as we increase capacity we will further partner with other bodies, relating to healthcare, crime prevention, education.

The organisation will hold events and seminars which will allow professional organisations to promote their services, it will facilitate organisations to get a better understanding of the BAME community, build trust and relations, build awareness. A strategy and opportunity will be provided for organisations to increase diversity and inclusion in various sectors and create champions from within the BAME community to promote health, crime, wellbeing and other issues

**The Peel Project helps families from ethnic minority backgrounds and the communities they live in, in particular those from socio economically deprived areas of the city.**



**The Peel Project was set up in the midst of covid-19 pandemic to provide support services to the local Hull community with emphasis on BAME (Black, Asian & Minority Ethnicities).**





# OUR STORY SO FAR

## OUR MISSION

The Peel Project provides a range of activities, workshops and events to encourage confidence, self-belief and aspiration with a focus on promoting well-being and equality for people from diverse communities in Hull.

With the support and involvement of those communities, we aim to influence local policy makers, public sector organisations and decision makers to promote inclusion and participation and to support local services to become accessible and inclusive for all.

## OUR VISION

To promote and celebrate meaningful inclusion of people from black and minority ethnic communities in all aspects of civic life within the City of Hull and to have a positive impact on the lives of people living within the most deprived and diverse areas of the city.

WE AIM TO IMPROVE LIVES AND BUILD COMMUNITIES BY ADHERING TO **SIX SOCIAL OUTCOMES**



**Peel Street Park sits at the centre of a multi-cultural and multi-ethnic community in one of the most deprived areas in the country, within Decile 1 of the Indices of Multiple Deprivation.**



**“ The Peel project is one of the best things that our community has. I really feel at home. ”**







# OUR STRATEGY

## EFFECTIVE AND TIMELY SUPPORT

Through our segregated community engagement sessions led by BAME volunteers with experience and understanding of ethnic cultures, we have been able to build a relationship of trust and understanding with our service users belonging to different groups including men, women, and children.

As a result of having cultural understanding, community members from BAME backgrounds feel they can share their concerns without feeling misjudged or misunderstood. Due to this, they would rather talk to us about their concerns than approach public services. Consequently, through these sessions we can understand the concerns and needs of our service users and address them to statutory services such as the Local Authority and the police and act as a conduit to ensure people get the support they need from the relevant services in an effectively and timely way.

## MORE PEOPLE VOLUNTEERING

Our project aims to encourage more people to volunteer in community safety roles with the incentive of boosting employment skills. By providing these opportunities to young adults and teens, we are able to steer them away from street crimes, whilst also giving them responsibilities and leadership roles to develop employment skills.

Volunteering will encourage young adults and teens to understand civic responsibilities, making our community safer alongside increasing community cohesion which automatically helps reduce hate crime.

## PLACE BASED APPROACHES

Our project is specifically based around Peel Street and the Central Ward. By creating our main hub at the park, we have been able to slowly reform its unfortunate antisocial history to something more positive and safer for its local residents.

We are continuously doing this by cleaning and stopping fly tipping, removing rubbish, stopping vandalism, safeguarding the area when in use by our service users as well as reducing anti-social behaviour.



# OUR STRATEGY (CONTINUED)

## EDUCATION AND SUPPORT FOR YOUNG PEOPLE PREVENTING THEM BEING IMPACTED BY CRIME

Our weekly and summer activity sessions have been accessed by over 450 young people, many of which have become regulars to our services. During these sessions we are constantly educating the youth through awareness sessions and via guest representatives from different organisations. We aim to continue doing so in future sessions to create more crime prevention awareness for the youth. We also aim to continue supporting them with accessing jobs, education, and other career opportunities to prevent them from being impacted by crime.

## BETTER PARTNERSHIP WORKING

We are networked into many other services as previously described and this gives statutory and other services better access to ethnic minority people and has significantly improved partnership working in the area.

## INNOVATIVE APPROACHES TO COMMUNITY SAFETY

Our project represents a new way of doing things in an area that struggles with high crime rates and offers a long-term sustainable solution. This is by actively creating opportunities and reducing deprivation via employment for BAME residents and youth so they are not primed into participating in anti-social activities.







# 2022 - WHAT WE DID

In 2022 we delivered 481 activities and services. On average we have 12 sessions each week which have been attended by 6939 people, with a further 3400 attending events.

YOUTH FITNESS						
	Youth Jiu Jitsu	Youth Football	Youth Boxing	Girls Youth Club	HAF	TOTAL
Sessions	119	101	24	4	24	272
Attendees	1042	1909	299	114	716	4080

ADULT FITNESS								
	Adults Jiu Jitsu	Ladies Gym	Adults Boxing	Royal Hotel Boxing	Guided Cycling	Walking Football	Adults Football	TOTAL
Sessions	21	61	18	15	10	10	13	148
Attendees	108	391 (214 toddlers)	114	136	250	91	280	1370 (214 toddlers)

COMMUNITY SUPPORT SERVICES				
	Ladies Befriending Session	Cycle Repair Hub	Clothing Bank	TOTAL
Sessions	39	18	4	61
Attendees	558 (398 toddlers)	255	64	877 (398 toddlers)

There has been an increased interest from public health services to engage with our service users, due to various limitations we have only been able to facilitate a handful of requests however we are working to increase this much needed engagement with our service users.

COMMUNITY EVENTS	
EVENT	ATTENDEES (Approx)
March Ladies Bazaar	450
The Great Get Together Event	400
Eid Prayer in the Park	1100
Community Funfair & Kids Football Tournament	900
Black History Month Football Tournament	200
October Ladies Bazaar	350
<b>TOTAL ATTENDEES (APPROX)</b>	<b>3400</b>

FACILITATING AGENCIES AND SERVICES TO ENGAGE WITH BAME COMMUNITIES			
AGENCY	WORKSHOP/ENGAGEMENT	SERVICE USER	ATTENDEES
Hull Food Partnership	Food Poverty Focus Group	BAME women	11
Humber Coast & Vale Cancer Alliance	Community Cancer Champions Training	BAME women	47
Yorkshire Ambulance Service	Community First Aid Workshop	BAME women	5
National Institute for Health Research	Community Research	BAME people	34
Hull York Medical School	Breast Screening Focus Group	BAME women	10
Humberside Fire Service	Youth Engagement - Fire/Water Safety	Young people	32
HEY MIND	Youth Mental Health Workshop	Young people	29
RSPCA	Animal Welfare Workshop	Young people	41
Hull City Council	Anti-racism Workshop & Surveys	Young people	41







## 2022 - WHAT WE DID (CONTINUED)

In 2022, we formed a partnership with R-evolution and setup a cycle repair workshop within our hub at Peel Street Park. From which, 455 free minor repairs were performed, 201 bikes were loaned and 187 people attended guided community cycle rides.

### COMMUNITY ENGAGEMENT



### First aid for Black, Asian and minority ethnic communities in Hull

Over this period we have developed a new partnership with [The Peel Project](#), a charity in Hull supporting Black, Asian and minority ethnic communities. We have launched a five-week ladies only first aid course and are planning to join a ladies Bazaar in October to talk about YAS's role and services and about career and volunteering opportunities in the Trust.

Humber and North Yorkshire Cancer Alliance Stakeholder Newsletter June 2022

Follow us on social media

The Humber and North Yorkshire Cancer Alliance would like to invite you to follow its [Facebook](#) and [Twitter](#) pages (@HNYCancer) which contain the latest news from across the Cancer Alliance.

Follow us to learn more about our work and discover opportunities to get involved with the Cancer Alliance's many initiatives.

### Free training provides "vital awareness" of cancer to community group

The Alliance has helped to raise "vital awareness" of cancer by delivering free [Cancer Champions training](#) to the Women's Groups at [The Peel Project](#) in Hull.

The Peel Project provides support to people from Black, Asian and Minority Ethnic communities with lower socio-economic backgrounds, and the training has helped 47 people become more aware of multiple cancers, including breast, bowel, and lung cancer.

Sarah Mullahi, Volunteer Lead Co-ordinator, The Peel Project, said: "We organised Cancer Champions training because ethnic minority Muslims wouldn't usually seek information about cancer and can be hesitant about going to the doctors."

"The face-to-face sessions were hugely beneficial as the group could learn together whilst receiving support from the Cancer Champions team."

"The training provided vital awareness about why it's important to go to a healthcare professional with symptoms of cancer. It also focused on how to check your body for signs of cancer and how to spread information with others. This is important as there could be people walking around with symptoms who haven't connected the dots as they don't have enough awareness."

"We are pleased to have started a positive chain effect of being able to pass on knowledge that could save someone's life within our community."

Visit: [www.hnycanceralliance.org.uk/cancerchampions](http://www.hnycanceralliance.org.uk/cancerchampions) to book Cancer Champions training.





“

**The team is welcoming and they constantly inspire me to seek ways to help and become more deeply involved in my community. I find it truly fulfilling.**

”







# CLIENT FEEDBACK ”

My child was very pleased to get involved and make new friends and the activities were very engaging.

My child was very happy that this opportunity was given to the community for them to take part.

Peel project is one of the best things that our community has. I really feel at home.

The peel project is such a lifeline for many children. What a fantastic job you do.

The children see their friends and meet new people. You are all amazing people.

I was very happy to see familiar Muslim faces from the local community.







# VOLUNTEER FEEDBACK ”



**I like to meet other people and help my community. It's a really friendly atmosphere and every one respects each other and it's nice places to socialise. All the people there are lovely and me and my family really look forward to go there.**

Farah Javaid  
Women's Programme Volunteer

**I am fortunate to have the opportunity to work with the peel project, as it has provided me tremendous insight into the challenges faces by the community, particularly the disadvantaged youth.**

**Volunteering for this organisation has not only given me invaluable experience in data handling but has also allowed me to develop a compassionate approach in working with children. The team are welcoming; they constantly inspire me to actively seek ways to help and become more deeply involved in my community, which I find truly fulfilling.**

Saqib Choudhury  
Youth Activities Volunteer



**I was asked by the university to do a placement in coaching. However, later on, after joining the Peel Project, I figured out that I'm attached to the people in the project and the children because of their quality (respecfull, helpfull and passionate about what they are doing to help the community). Furthermore, this opportunity provided me with many skills, and I'm still learning.**

Adam  
Volunteer Football Coach

# ACKNOWLEDGEMENTS

We would like to pay thanks to our volunteers, friends and family without whom we would not have been able to improve lives, build communities and tackle inequalities.

We would like to thank our advisory board who have believed in us and worked tirelessly to overcome challenges that we have faced:

- Darren Downs (former ACC, Humberside Police)
- Emma Dallimore (CEO, HEY Mind)
- Erica Daley (Place Director, Hull & East Yorkshire ICB)
- Mohammed Akhlak Rauf (BAME Dementia Specialist, Meri Yaadin)
- Tracy Harsley (Assistant Director, City Safe, Hull City Council)
- Alamgeer Choudhury (Managing Chaplain, HM Prison)

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## THANKS TO OUR PARTNERS AND SPONSORS



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