

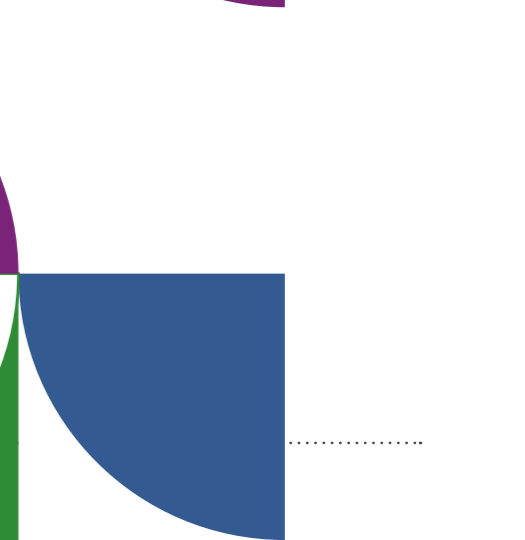
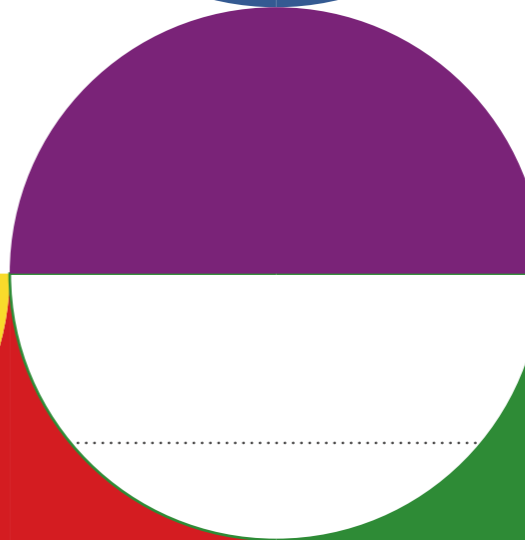
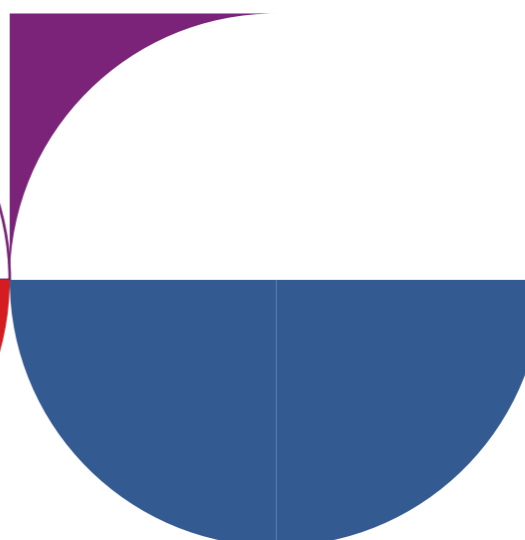
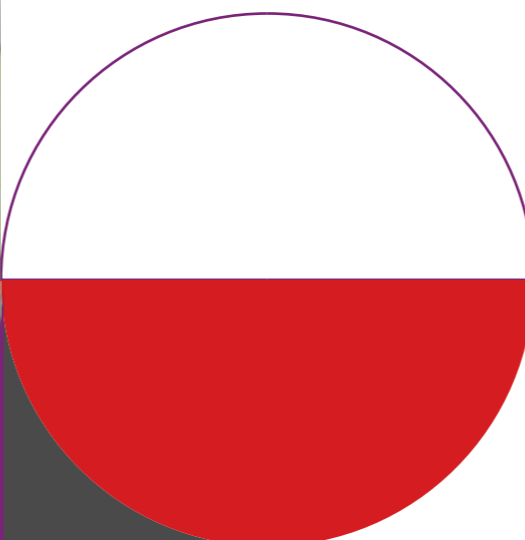


HYPE

A youth provider with a difference

Contents

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All About Hype**



Matt Houghton

"When I was growing up around the Wirral there wasn't much for kids to do during the school holidays, so it wasn't surprising that with nothing constructive to keep us occupied we got ourselves into mischief.

"Unfortunately, for lots of my peers, there were no positive role models to guide them and support their ambitions and interests. They began to drift into criminal activity, substance abuse and addiction, and many ended up in prison.

"I avoided that path when a youth worker picked up on my interest in football. He encouraged me to stick with it, so that's where I focused my energy and attention. That simple act of encouragement had a huge impact on my life.

"From school, I worked for six years at the Cadbury's factory in Moreton before taking my football coaching qualifications. After that I spent a year working in Liverpool with Adidas, delivering football workshops for local children and then later for Chester City FC Community Trust, which was where I saw the positive impact that community schemes can have. In both roles, though, I also saw the challenges of tight budgets and lack of resources that limited so many schemes.

"By the time I was 24, myself and two friends, one of whom was a PE teacher at a local school, and the other who was a DJ, were out there in the working world but still seeing the same lack of support and activities for young people. They were the same issues that we had seen as kids, but it was affecting them at an even younger age. We wanted to do something to help using both our professional expertise and personal experience.



"In 2007 we had a simple idea - give local young people from deprived areas something fun and constructive to do during the summer holidays. We set up activities in Woodchurch, Rock Ferry and Seacombe that would help young people to develop their interests, build confidence, keep them away from negative influences and encourage them to follow their ambitions.

"The response, not to mention the demand, was overwhelming. With few other schemes or social enterprises offering educational and fitness-based activities, it quickly became clear that something more consistent, which would offer year-round activities and initiatives to enrich the lives of young people and benefit whole communities, was needed. That was when HYPE Merseyside was born.

"To date*, we have engaged thousands of young people through our various schemes and our ambition is to continue to grow, so we truly can 'help young people everywhere'."

– Matt Houghton, Chief Executive, HYPE Merseyside
*Last updated November 2022

All About



HYPE Merseyside is a non – profit organisation and social enterprise based in the Liverpool City Region's historic Birkenhead Park, which endeavours to enrich the lives of young people across the region with a variety of engaging and education-based activities.

We act as a catalyst, using experience and networking to transform the lives of disadvantaged children and young people. We develop, fund and support learning programmes at every stage of a young person's development, regardless of social background transforming the landscape of opportunities for young people.

Our three impact goals are to:

- 1** Create more opportunities for young people
- 2** Support young people to reach their potential
- 3** Strengthen local communities

We achieve this through XX strands of activity:



Our Impact

Since HYPE's establishment in 2007, across all of our activities and initiatives, we have supported thousands of young people and their families.

126

young people volunteering on International Vibrant Parks Action projects

322

activities delivered

4,018

outreach sessions undertaken

87,290

children engaged

9,758

adults engaged

634

young people volunteering on local projects

518

young people supported into employment

602

participated in training courses

6,534

recycled bikes distributed to young people, families and key workers

7,213

young people reported improved confidence

42,135

young people reported better physical & mental health

19,468

parents and guardians felt supported with childcare

Data last updated in January 2023

Holiday & Youth Clubs

The foundation of HYPE's activities, our year-round Youth and Holiday Clubs place themselves at the heart of the community, making use of community spaces and in many cases bringing new life to them.

HYPE staff and volunteers run a range of open access, youth-led sessions in schools, community centres and parks. These include sports activities provided by qualified coaches, day trips, and our 'Holiday Activities & Food' (HAF) and 'Walk, Run, Cycle, Play' schemes, ensuring that the needs of young people are met by the activities delivered.

Key to the success of these activities is the presence of youth workers who build trust during our activities or simply just over a game of pool, and ensure that the young people take ownership of the activities that are delivered.

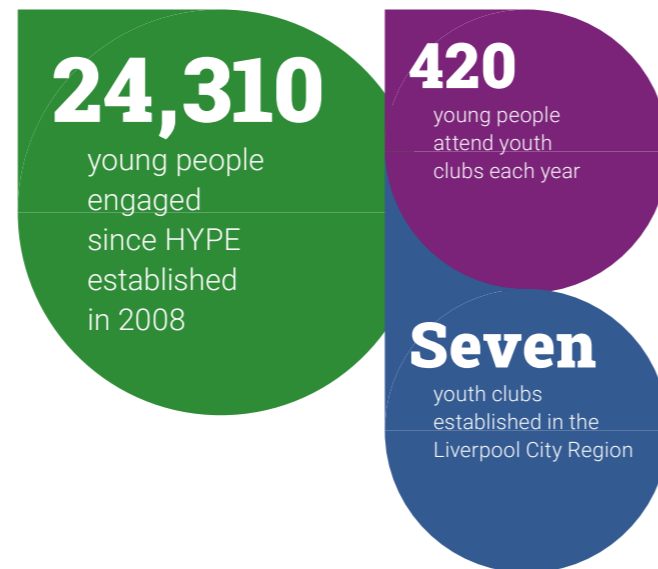
Youth workers engage with young people on their terms and on their territory, helping them through difficult times, signposting them to health and other support services and helping them to find employment or housing.

Holiday clubs are based around action-packed, fun sessions delivered in small groups, to ensure they learn and improve all round skills and techniques in a safe, friendly learning environment. There is also a focus on health and wellbeing, with nutritious lunches and snacks provided for all participants during the activities. Our holiday clubs and youth clubs are delivered to children of all genders aged 7 - 14, and we also offer a Young Leaders programme for people aged 14 - 18 to gain work experience on a series of courses.

As well as establishing new activity hubs, we also identify disused community centres and bring them back to life by delivering our youth activities, putting our Young Leaders at the heart of these activities, so they can support their peers and develop the skills learned on our training courses.

Many of our programmes are delivered alongside partners, who help us to expand and enhance our programmes. These include the Canal and River Trust, Magenta Housing, Sport England and Merseyside Sports Partnership.

Impact



Case Study

Ben Shoebridge

Community Sports Coach

"I got involved with HYPE when I was about 13, through its park-based goalkeeping courses and summer football clubs. I remember that the coaches really knew what they were talking about, and it was a really nurturing, safe environment to be in. More than anything it was just really great fun."

"When I reached the top of the age boundary for participating, I didn't want to leave so I asked HYPE what my options were and he suggested that I join as a volunteer. I volunteered every Friday night at the Guinea Gap and did the football camps for three years. Volunteering at HYPE helped me develop my own career in coaching and I eventually got my FA badges and became a coach in Wirral schools, as well as getting a paid role with HYPE.

"After having such a great experience myself, I wanted to create the same fun for other young people. Our Friday night sessions are less about technical football skills and more about the social element, keeping the kids off the streets, meeting new people, trying fun activities and learning about kindness and good sportsmanship.

"The older children take leadership roles, helping us to sort the equipment out and help the younger ones with the activities. After a few sessions you can see the impact it has, creating real behaviour change, building confidence and helping them to develop as people, which is the main underlying purpose.



"I've personally benefited enormously from being part of HYPE. Last summer I even got to go on the New York trip, which was the best experience I ever had, working with young people in New York, Brooklyn and Hudson to provide fun activities and do things to help their local environment and community.

"But the reason I do it is to see all those tiny little differences you make. You see young people come into our Friday sessions unsure, not knowing what they're doing or maybe a bit glum. By the end of the session they've learned how to do something, their confidence is boosted and they're looking forward to coming back. Or maybe they're just smiling and going into the weekend better.

"It's great knowing that you facilitated that in some way. That you might not be fixing world hunger, but you're doing something that makes a change in the world."

Case Study

Thea

Owner, Empowered Fit

"I was introduced to HYPE by my PE teacher [HYPE Director] Dave Huyton when I was about 14 or 15. It was actually their first ever session. I was confident in a sporting environment, but other than that I was quite shy, which is probably why he suggested the sessions to me. I did the football qualifications sessions with the rest of our school football team, so it fitted really well for me and I loved coaching the younger kids at the end of the course.

At the time, I didn't really know what I wanted to do, but I realise now that it was the start of a journey for me. HYPE's sessions gave me somewhere to go when I could have gone down another path and it introduced me to a new interest in coaching. That took me to university, which took me away from the area for three years, which is a life experience in itself. I'm 29 now and I own my own gym, Empowered Fit, I'm a PT and a nutritionist - I coach people in lots of different ways and my business is growing too.

I'm always grateful for the opportunities HYPE and my school gave me, because they put me on the road to where I am now. I'd recommend any young person to get involved in HYPE's activities, they're fun but they are also a much bigger opportunity than you think, you'll meet like-minded people and learn skills that could change your life completely, like I did."



VIBRANT SCHOOLS

Our Vibrant Schools programme aims to engage and educate pupils about being active, growing and nurturing, eating healthily, looking after our environment and learning about our local communities, as well as the importance of working together to achieve positive outcomes.

The programme offers a range of activities to schools from heritage history projects about local landmarks like Leasowe Lighthouse and Birkenhead Park and environmental projects, to balance bikes sessions for early years and year one and sports workshops for older pupils, including cycling, football and general PE sessions.

It also provides curriculum support sessions, breakfast clubs and after-school clubs offering multisports activities, arts and crafts and even games like Chess.

Schools select the activities that best meet their needs and HYPE not only plans and delivers the sessions, it also aims to secure match funding from partners and funders, providing double the activity for half the cost for each school.

All activities seek to build pupils' confidence, encourage greater participation and enjoyment in coming to school, as well as growing skills in communication, teamwork and a greater understanding of social responsibility.

Results to date



Teacher Feedback

"The children in Foundation 2 have absolutely loved being a part of HYPE and balance bike training. They were very enthusiastic each Friday when they would know the bikes would be coming out. I think some of my quieter children have opened up much more and become more confident each and every session."

"We have observed excellent interaction with our children during HYPE sessions and good child control from the lead delivering the sessions."

"The children really enjoyed the sessions and were kept active throughout."



Watch St Cuthbert's Catholic High School in action

Case Study

FINTAN

Schools Coordinator

“The Schools Coordinator role was my first job after leaving university and it was quite different from what I’d expected to do after completing my degree in Politics & Irish Studies, but I’d considered teaching before and working with HYPE felt like a good step in that direction, while making a positive social impact too.

“I started out supporting and shadowing the team that was already delivering the school sessions, learning how things are done. I also got involved in wider HYPE projects, like the youth clubs, weekend activities and HYPE Urban Bikes, so there was a lot of variety.

“My confidence grew really and I picked up a lot of different skills really quickly, like communication and relationship building. I think that leading classes and school lessons has been my biggest progression and now I coordinate and run all of the schools activities and am the main point of contact for the schools from start to finish of a project.

“Although there are many strands to the work we do in schools, with different approaches and skills, the overarching objectives are all the same - to build confidence, increase enjoyment in coming to school and encourage greater participation.

“Seeing the pupils get more involved each week, to have them telling you loads about local landmarks they might not have visited before the workshops, or to see children getting into cycling at a young age through the balance bike workshops - it’s really rewarding.”



VIBRANT PARKS

Central to HYPE Merseyside’s activities is Vibrant Parks initiatives - working with young people aged 8-24 years, taking forgotten and neglected spaces in parks and transforming them.

To be a Vibrant Park seven key elements are required:

- Volunteering
- Social Action
- Fundraising
- Young People
- Community Involvement
- Positive Activities
- Partnerships

The Vibrant Parks initiative came to life in 2016, when HYPE staff and some of the young people they worked with noticed a fenced off area of their beloved Birkenhead Park. Rather than simply an overgrown, disused space, we saw potential to create something that would bring it to life, both from an environmental and human perspective.

A detailed local consultation highlighted a strong local desire for a space that would enhance and support the community and a two-year lease for that fenced-off area was secured from the local council and HYPE’s dream of reinvigorating a neglected green space within our local park became a reality.

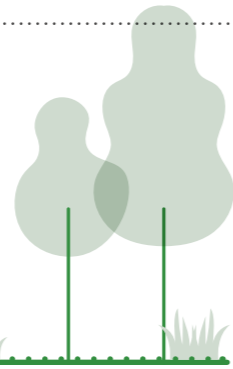
That space became the home for our workshops and later an outdoor classroom, which provides a space for environmental sessions, fitness sessions and bootcamps and supports our values of sustainability, with a roof that collects rainwater to water our plants with.

In 2018 the original two-year lease of the land was extended to ten years, allowing us to provide a beautiful, usable space for our community and shape the lives of thousands of young people through our activities.

Through our Vibrant Park initiatives, we continue to take neglected and forgotten local outdoor spaces and buildings and bring them back to life, providing a place for the community to get active, experience nature and come together.



PARK EXPLORERS



Park Explorers is an opportunity for children aged 5 - 16 to discover their local parks, meet new friends and enjoy five different activities, all of which are free to participate in. A healthy lunch and drinks are also provided each day.

The activities are delivered in Birkenhead Park, Sefton Park, Calderstones Park, Springfield Park, Rimrose Park and Central Park in Liscard.

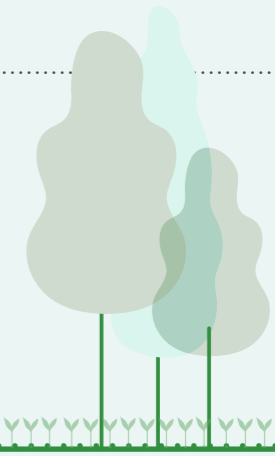
The Treasure Hunt activity invites children to use a park map to find clues that will lead them and their friends and family to some hidden treasure. With more than 100 living creatures and species in each park, the Bio Blitz activity sees youngsters learning about their local environment and tracking and noting the wildlife that they encounter on their adventure, while a Scavenger Hunt encourages them to discover all the pieces of each park's puzzle.

The Walk Run Cycle Play activity is adapted from HYPE's wider scheme and enables kids to get active and explore their local park using checkpoints, as well as joining in an array of other sports and games. For young cyclists, there is also a Bike Basics service where they can bring their bikes for a free health check and advice and information on keeping bikes safe and well maintained.

Through the scheme we have also developed three interactive apps for exploring Birkenhead Park, Sefton Park and Calderstones Park.



EUROPEAN PARK EXPLORERS



Accessible, scalable and adaptable for a wide range of parks and outdoor spaces, Park Explorers is expanding through the European Union's Erasmus+ programme, which supports education, training, youth and sport in Europe.

Park Explorers will engage young people in eight cities across Europe, during two trips to the continent.

TESTIMONIALS

"This has been the best experience of the summer for me. I loved the treasure hunts as these were all round the park so we got to see everything!"
Abbie, aged 9

"I normally go to footy camps but Mum decided to take me to the park and it was awesome! I loved it as we never go to the park together!"
Lucas, aged 10

"Having helped deliver the HYPE Park Explorers programme over the summer it was exciting to see so many children taking advantage of the activities we had on offer. We engaged with local children and children from outside the area that had been visiting Alder Hey."
Marriane, Park Explorer Leader

"Having local activities that are free in our park this summer was really helpful to me and my children loved it. Each day they got involved in different challenges and games. They all loved the packed lunches as well. Thanks!"
Joanne, Parent



URBAN WALLED GARDEN

In January 2022, HYPE Merseyside launched a crowdfunding campaign to raise £3,000 to create an urban walled garden in Birkenhead Park

Continuing the organisation's commitment to taking unused and neglected spaces and turning them into community resources, the campaign aimed to transform the courtyard behind HYPE Merseyside's office, ahead of Birkenhead Park's 175th anniversary in April 2022.

The space had previously been used for storage, but staff and young people once again saw greater potential and drew up plans for a public space that would contain colourful and exotic plants, a water feature and provide a welcoming habitat for insects, birds and other creatures.

Their vision also included a seating area where visitors could take in the sights, sounds and scents of the garden, while enjoying a cup of coffee purchased from HYPE's office, with money made from coffee sales being used to maintain the organisation's 'Vibrant Park' a few hundred metres away from the urban walled garden.

The crowdfunder raised more than £500, with the remaining £2,500 provided by an anonymous local donor. The garden was designed and installed by Grow Wellbeing and six young HYPE Merseyside staff members, with the support of Kindred, a collaborative network of socially-trading organisations in the Liverpool City Region. It opened to the public in April 2022.

Local youngsters who are part of HYPE's volunteer youth gardening group continue to maintain the garden, and activities and initiatives from the garden are planned for 2023.



WALK RUN CYCLE PLAY

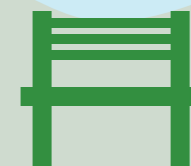
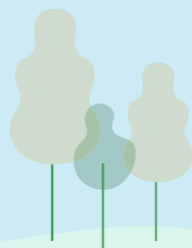
HYPE Merseyside's Walk Run Cycle Play (WRCP) initiative allows people to get active and explore their local parks, pathways and promenades, and join in an array of other sports and games, regardless of age or fitness level, to boost mental and physical wellbeing

Delivered in partnership with the Canal and River Trust and Merseyrail, WRCP takes place at a number of locations, including Birkenhead Park, Central Park, Liscard, Springfield Park, Rimrose Valley, and has established routes in locations across Wirral and Liverpool, including New Brighton and the Albert Dock. WRCP activities are all free and a free tea, coffee or soft drink is also provided, as well as bottled water at various checkpoints.

Building on our initial activity HYPE has now also partnered with Liverpool Watersports to add the option of canoeing and kayaking to our Liverpool sessions.

Participants can choose their preferred activity and the routes are designed to appeal to every level of personal fitness, with the main objective being to bring communities together to be a catalyst for positive change, while also improving physical health by getting outdoors and enjoying the fresh air and our local surroundings.

The initiative also incorporates our Holiday & Activity Fun (HAF) programme, keeping focus on the importance of play to stimulate creativity and make getting active fun for all the family.



WALK RUN CYCLE PLAY

Case Study

During the summer of 2021, HYPE Merseyside was awarded funding to support families and young people in Springfield Park. HYPE delivered two healthy lifestyle projects within an eight-week period, the first of which was 'Walk Run Cycle Play' (WRCP).

The project was delivered in partnership with Alderhey Hospital, Alderhey Charity, Local Primary Schools, Mersey Play Council and Liverpool City Council.

Over the weekend families chose to either walk, run or cycle a two-mile distance from Springfield Park along the Circular Trail loop line and back. HYPE also had an area for children to play sports with our team of coaches at the same time, within Springfield Park.

There were

104

WRCP participants

6%

ran

21%

cycled

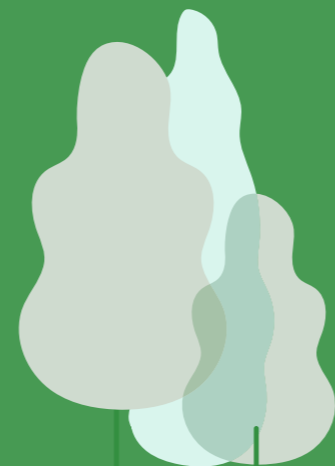
73%

walked

94%

of WRCP participants
felt healthier after being
involved

Learn more at walkruncycleplay.co.uk



More than

6,500

people supported
with bikes



HYPE URBAN BIKES



HYPE Urban Bikes

HYPE Merseyside's bike projects have been run from within its youth clubs since 2009. Over time we have supported more young people not just with fixing their bikes for them, but providing them with the skills to do it themselves. In 2017, we opened a small bike shop on Grange Road West in Birkenhead and we haven't looked back since.

Formally launched in April 2020, the HYPE Urban Bikes scheme is an extension of a project launched in 2017 to make cycling cheaper, safer, more accessible, and a natural choice for as many people as possible, particularly young people from marginalised or deprived backgrounds.

The scheme provides beneficiaries access to safe, reliable and environmentally-friendly transportation, while also allowing them to keep fit and enjoy the recreational benefits of cycling. The scheme also offers cycling safety courses, it trains new bike mechanics, and refurbishes and recycles bicycles, therefore diverting them from the region's waste stream.

Recycled and refurbished bikes have been provided to NHS and key workers during the COVID-19 pandemic, asylum seekers, local young people and commuters unable to afford the cost of a new bike.

Refurbished bikes, sourced as donations from the public or through partnership schemes such as those with Veolia and Merseyrail, are also sold at affordable prices, with cash raised used to fund youth bike workshops, 1-1 mentoring with young people aged 14-18 years, training and courses for unemployed young people and delivery of balance bikes workshops for children aged 3-7 years.

Since May 2021, HYPE has also provided inspiration and practical support to new cyclists, by making the activity accessible to people who may not have considered it or been able to afford it through the Full Circle scheme. The initiative provides more and better cycling opportunities, safety education and training on bike maintenance, and aims to drive a fundamental change in culture and attitudes towards cycling.

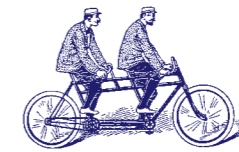
Our Full Circle Roadshow has reached people in disadvantaged and vulnerable communities through community cycle rides, park-based projects and action days, training for new staff and volunteers, youth events and interventions, challenges and competitions, cycle loans, bike maintenance workshops for adults, Dr Bike workshops in green spaces and local organisations and 1-to-1 workshops.

In addition to its existing hub in Birkenhead, HYPE Urban Bikes is set to expand in 2023, with a Liverpool-based hub set to be launched in partnership with Vermont Construction Group.

Results To Date

6 cycling-related initiatives established

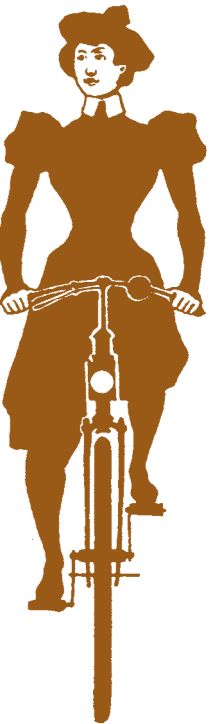
5 bike hubs established



Trained **27** young people as bike mechanics

800+ children aged 3-7 years engaged in balance bikes programmes in schools

£25,000 per year has been raised through bike sales/repairs, to fund future HYPE Urban Bike youth projects



Case Studies



Cycle Loan

HYPE Urban Bikes supported Becca through the Full Circle scheme after her bike was stolen.

"After having my bike stolen, I didn't know anyone that could help me. Fortunately for me Involve Northwest did know someone and within a day of having my bike stolen, I was able to meet the HYPE team and loan a bike. This is an amazing project and I honestly don't know where I would be without my new bike. And thanks for the lock and helmet."



Training & Employment

Through HYPE Urban Bikes, Jade, has become a fully-qualified Cyctech Level 2 Bike mechanic and has worked on more than 200 bikes.

"The support from HYPE Urban Bikes has given me confidence to learn more and be part of a team. It's great to see the people we help daily. If I were to sum up my experience in three words so far it would be educational, progressive and rewarding."



School History Projects

HYPE Merseyside aims to encourage young people to become active members of their community, aware of the impact and importance of collective action. Understanding the history of their local area and landmarks helps to support this awareness, which is why HYPE runs a series of history projects for schools.



Leasowe Lighthouse Project

HYPE's original history workshop, the Leasowe Lighthouse Project documents the landmark's incredible history from its opening in 1763, to its re-birth in 1989 and to present day, standing as a listed building.

Comprising six classroom-based workshops led by HYPE's experienced staff and a visit to the lighthouse itself, the programme allows local pupils to problem solve, use their senses and improve communication as they learn about this fascinating historical landmark, embark on homework with family and share their experience in a classroom or assembly environment.

[Learn More >](#)

Birkenhead Park Project

Young people tend to be under-represented in heritage audiences, so HYPE's Birkenhead Park Project aims to engage them in the park's local history and international reputation. Widely recognised as the world's first publicly funded park and a landmark in urban history, the project shines a light on the design of the park's Grand Entrance - which is also home to HYPE's HQ - and the influence of the park's design on others around the world, most famously Central Park in New York and closer to home, Liverpool's Sefton Park.

Through both our school project and open days, young people learn something new about their local park, from what life was like for Victorian children in Birkenhead, the significance of the park and who developed it. They will also gain an understanding of the park as a natural environment that can have a positive impact on their health and wellbeing, and that of others.

[Learn More>](#)

Enterprise Projects

HYPE's Big Enterprise Day project gives schools the opportunity to create an "enterprise buzz" by taking up to 300 students from a single year group off timetable for the day, to participate in a series of very different workshops.

Designed to be experienced in any sequence, while still providing a coherent insight into our 5Rs Enterprise Framework - Relationships, Resourcefulness, Risk-taking, Resilience and Reflection - a Big Enterprise Day allows schools to create a bespoke menu of workshops to meet their specific needs and objectives.

Our workshops can also be delivered individually, to a number of groups over the course of a single day.

Example Workshops

- Enterprise and Me - enabling students to explore ways in which they currently use enterprise skills – and how that can get better at this
- Enterprise by Design - challenging young people to create new and unique products and market them
- Enterprise in Action - bringing the stock exchange to school and allowing small groups to try their hand at trading
- Patterns of Enterprise - promoting the ability to identify, analyse and predict patterns
- Adventures in Enterprise - challenging students' ability to prioritise – then rethink in the light of unexpected events!

"I'm always intrigued when we deliver our enterprise days as you simply don't know what will be created or designed by the young people. We provide a platform for pupils to be creative, innovative and enterprising. I would have really enjoyed these types of workshops when I was at school!" Matt Houghton, HYPE Merseyside

LIVERPOOL > NEW YORK PROJECT

Based on the connection of our home - Birkenhead Park - as an inspiration for New York's famous Central Park, we saw a need to build on awareness of that history and offer young people the opportunity to learn about it first hand, with an exchange trip.

Taking up to 50 people each time, the exchange allows young people to fully absorb and experience New York, while also contributing to the local community through volunteering.

During the 9-day trip young people volunteer at parks across the city, taking part in social action days, horticultural activities like planting and weeding, as well as activities supporting the environment, such as litter-picking and recycling.

They are also involved in the development of a Central Park Hub Event, mirroring the types of activities that HYPE delivered back home in Merseyside. They work together on event creation, from the planning through to the delivery, supported by US partners such as the Hudson River Park Trust and Central Park Conservancy.

Volunteers are encouraged to use their experience to continue the good work on their return home. With ongoing support from HYPE and their partners, pathways are created for further volunteering and employment in their community so they can pursue a career in helping more young people in schools, community centres and urban green spaces.

To date, 200 young people have participated in the trip, with two trips in both 2019 and 2022. Four more visits, benefiting another 200 young people, are already planned for 2023.

"I joined HYPE on its 2022 Vibrant Parks Project in New York. I had been working as an Active Schools Assistant in Glasgow for about a year and a half before the opportunity came up. It felt a bit out of my comfort zone as I was quite introverted, but I had always wanted to go to America - because they do sport right over there - so I decided to go for it.

"The trip started with lots of team building and activities to help us get to know one another, I even helped organise a Ceilidh for everyone. I was one of the oldest on the trip, so I had a real opportunity to take a leadership role.

"We delivered HYPE sports activities in Central Park for local young people, and we volunteered too, doing clean ups and some gardening. We also worked with young people from Brooklyn, doing a workshop to identify the causes that mattered to them, like stopping gun violence, creating signs and placards and doing a protest walk over the Brooklyn Bridge, before delivering football and basketball activities for them afterwards. For a nine-day trip we packed in so much sightseeing and social action - it was brilliant and it really built my confidence.

"I'd been applying for more senior roles at work and not really getting anywhere prior to the trip. When I came back though, I applied again for a coordinator role and this time I got it. The interviewing board actually said that I was appointed because I was so confident, so the trip really made a huge positive impact on me personally!

"I'm now supporting HYPE to recruit people like me from Scotland for the next New York trip, to encourage them to go for it and help them through the process of applying. I'll also be attending this year as a leader. "Everyone has their own reasons for wanting to go on the trip, so we work with them to meet those personal aims, to ensure they have an amazing time experiencing camp life and city life, getting a whole new outlook on life, seeing a totally different culture and realising the things that are important and how you can make a difference.

"The trip changed a lot for me, so I am looking forward to seeing the impact the visit has on the young people who come along. I especially want to encourage younger people to get involved, because I would have loved to have the confidence I gained from the trip sooner than I did!"

**Emma, Active Schools Coordinator
& HYPE New York Trip Leader**





EITHER SIDE OF THE POND

Alongside our history and volunteering trips, we also have workplace learners, first year history students at the University of Liverpool, exploring and documenting the connections between Liverpool and New York for use in future educational and practical projects and programmes.

Initial findings were exhibited at Liverpool's Maritime Museum in 2022 in an exhibition titled *Either Side of the Pond* which was shown for four days in September 2022..

The project took visitors on a journey looking at the past, present and future of the two world renowned historic cities, exploring their remarkable places, people and the impact they had on their city, country and globally.

"The initial brief for the exhibition was to link green spaces and key figures in both Liverpool and New York and explore the connections. HYPE had a huge range of resources from its schools history projects and the work that had been done exploring the New York connection to Birkenhead Park, but I saw an opportunity to expand it further.



"Finding positive stories and picking out people who were relatable was vital, because we wanted younger visitors to see their stories and think 'that's not out of my reach'. We also had a big wall dedicated to HYPE and its work here and in New York, to make it all even more accessible.

"Seeing the text and visuals all come together was amazing, as the combination meant it was engaging for a range of learning styles, particularly with the schools' activities and games we created to complement the exhibition. The focus on local, relatable people also meant that some visitors even recognised people as friends of older relatives and shared wonderful personal stories with us.

"The biggest challenge we had was editing the content to fit the space. This initial project really only scratched the surface and I'm excited to see where it goes."

Lucy, Researcher and Curator *Either Side of The Pond*

"I'd previously been doing research for a university professor on circulating libraries set up in the 18th century across the Atlantic, including across the Liverpool region and New York State. I had been researching the people subscribed to these libraries. As I had found many connections in this area, I suggested that for the HYPE exhibition we considered both places and people."

"We looked at the parks and their architects, transport hubs and ship owners, sportspeople and famous women, looking at the parallels between the two cities. Including sportswomen and other notable women was really important, as the original brief was quite male dominated and I wanted to make sure there was something for women and girls to be inspired by.



**EITHER SIDE
OF THE POND**

OUTCOMES

106

pupils visited through
HYPE-arranged activities

105

children visiting the museum
also visited the exhibition

141

adult museum guests
visited the exhibition

FEEDBACK

**“Surprisingly similar
histories between the two
and really well displayed”**

**“Loved the exhibition.
I never knew the 2 cities had
so much history together”**

**“One of the
best days ever!”**

**“Loved it, some
great connections!”**

**“Fascinating
to learn about.”**



What Our Partners Say

We couldn't continue to grow and develop our activities without our partners. We're incredibly grateful for their support in our ambitions to 'Help Young People Everywhere'. Here's what they have to say about working with us.



VEOLIA

Partners in bike recycling scheme

"Veolia is committed to supporting the communities we work in and we are really proud to be working in partnership with HYPE. We would like to congratulate the team at HYPE on the positive impact of the scheme through the reuse of unwanted bikes to give them a new lease of life."
Steve Mitchell, Regional Director



MERSEYRAIL

"We are delighted to have played a leading role in helping people across the Liverpool City Region become more active, healthy and mobile all while being increasingly environmentally friendly. Merseyrail take our responsibility of being a more sustainable business seriously, and that is why supporting HYPE Merseyside has been such a natural and rewarding role for us to provide."
Andy Heath, Managing Director



WIRRAL UNIVERSITY TEACHING HOSPITAL

Partnered during the COVID-19 pandemic to loan bikes to NHS workers

"This is a great initiative that offers an extra option for staff to travel to work at such an important time. Health and wellbeing of staff is a priority and this offers an additional benefit of exercise. The support the Trust has had from the community during the COVID-19 outbreak has been fantastic and I would like to say a very big thank you." Janelle Holmes, Chief Executive



MAGENTA LIVING

Partnered to provide bikes to tenants who were key workers during the COVID-19 pandemic.

"We're thrilled to support this scheme from our Community Fund. This initiative has been a great success and we are pleased to support our tenants who are key workers through this scheme and recognise the fantastic work they do on the front line."

"Providing free bikes through this initiative has provided a great option for our customers to reach their place of work in a safe, timely and healthy way as well as helping with our climate change agenda." Brian Simpson, Chief Executive



DEPARTMENT FOR EDUCATION

"Thousands of young people will continue to benefit from the expanded Holiday Activities and Food programme, which the Government is expanding across the whole country with investment of up to £220 million. This summer it will continue to provide nutritious food, as well as activities like arts and crafts, sport, and music, to the children who would benefit the most – especially those eligible for free school meals." Vicky Ford, former Children and Families Minister



RIMROSE VALLEY FRIENDS

"It was great news when we heard HYPE were going to be working in Rimrose Valley on their Park Explorers project. We want more families and children to explore the park and that is what the Park Explorers is all about but using interactive ways to get children engaged and involved. Keep up the good work!" Stuart Bennett, Rimrose Valley Friends



LIVERPOOL UNIVERSITY HOSPITALS NHS FOUNDATION TRUST

"We're extremely grateful to HYPE for the Bikes for NHS scheme, which has provided so many benefits to our staff, improving their fitness and really helping with their mental health and wellbeing during the pandemic. Having ongoing support from HYPE has been an important part of the loan scheme, ensuring that the bikes are serviced and safe for the winter. We have recently ordered a new bike shed, which will form a new permanent hub, providing a place for staff to come to choose a bike to loan and where HYPE can be based to offer pop up maintenance sessions."
Lucy Raven, Sustainability Officer

The Future

In the UK, an estimated 3.9 million children live in poverty¹.

Locally, Knowsley and Liverpool are the 3rd and 4th most deprived local authorities in England² and 57% of children in Liverpool live in the most deprived 10% areas in the country³.

In Wirral, where HYPE's journey began, The Income Deprivation Affecting Children Index (IDACI, 2019) showed that 36.0% of children live in the 20% most deprived areas in England, primarily on the East side of the borough in Birkenhead and Wallasey

The future is challenging for many of the young people we work with. We are continuing to work with them, listening to families and communities and responding by bringing empty, disused spaces back to life and providing access to fun, healthy activities and opportunities for all.

Upcoming Projects



Building on our successful bike hub model and range of cycling initiatives for all ages and abilities, 2023 will see us launch an exciting partnership between HYPE Merseyside and Vermont which will enable us to continue our mission to make cycling more accessible and get more people on their bikes across the Liverpool City Region city region.



¹ Source: <https://www.jrf.org.uk/press/%E2%80%9Cheart-breaking-and-wrong%E2%80%9D-million-children-under-4-growing-poverty-jrf>

² Source: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/835115/loD2019_Statistical_Release.pdf (P11)

³ Source: <https://liverpool.gov.uk/media/1359213/imd-2019-liverpool-analysis-main-report.pdf>

⁴ Source: <https://www.wirralintelligenceservice.org/state-of-the-borough/>

Upcoming Projects



Following a successful community asset transfer from Wirral Council HYPE now has its 'Place in the Park' building, once again bringing an abandoned space back to life, creating opportunities for young people through clubs, workshops and courses, removing barriers to participation and engagement and strengthening the local community through collaboration.

What's coming to our 'Place in the Park':

- A youth club for juniors and seniors – 5 nights per week
- A flexible indoor space for family and children's activities
- A base for training, work experience and employment opportunities
- A community bike club – including women only, families and children's sessions
- Extra-curricular Eco Schools projects in/around the park with local primary schools
- Angling club for children and young people
- Breakfast clubs daily to keep families active and provide healthy breakfast
- Bike services, fixes, repairs and sales through HYPE Urban Bikes
- Football and fitness sessions



Help us to help young people everywhere

While funding is essential to what we do, sometimes support and collaboration has an even further reaching impact.

We're looking for partnerships across the country and around the world.

We want you to help us to help young people everywhere.

- Can you help HYPE reach more people in your community?
- Do you want us to bring one of our existing projects to your local area?
- Do you have a disused space that we can transform into a community hub?
- Do you have an idea of how we can help young people in your community?
- Do you have a location, assets, access or a network that can help us reach more young people?
- Do you have a skill set that could support our growth and development?
- Do you want to help young people everywhere?

If the answer is 'yes' to any of the above - we would love to hear from you.

Contact Matt Houghton on matt@hype-merseyside.co.uk and let's collaborate!



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