

# A year to remember for KCOM in the Community

As 2019 draws to a close it's been another busy year for KCOM in the Community.

Our volunteers have enjoyed a hectic year visiting schools, teaching youngsters about the internet, helping people learn digital skills and keeping our customers and their families safe online.

We've also launched our brand new KCOM Community Grants scheme and kicked off our phenomenally popular KCOM Kits initiative, donating full team strips to local kids' football teams.

And that's just the tip of the iceberg.

KCOM has been at the heart of Hull and East Yorkshire since 1904. Our employees live, work and raise their families here. That's why we love being a part of our local community.

We're not just another company 'giving back' - we want to make a positive difference to the region that matters to us the most.

Our community programme is focused on three areas:

- > Helping young people achieve their potential
- > Supporting groups that are invested in creating a thriving local community
- > Helping people get online

So, here's what we've been up in the past 12 months, where we've been and who we've helped. And why we think Hull and East Yorkshire is the best place in the UK.





January

## January

We started 2019 by going back to school in a big way. As well as visiting Ron Dearing UTC to talk to students about careers in the IT and tech industries, we also supported Kelvin Hall's Young Enterprise initiative, delivered mock interview days at Beverley Grammar, Hessle High and Newland School for Girls and found time to talk to students at Driffeld Secondary School about using social media responsibly.

And let's not forget the two sessions on employability for students at Wilberforce College, an engineering careers fair at East Riding College, a Year 11 careers fair at Beverley High School and a Simnet activity day introducing 50 youngsters to online safety basics at Longhill Primary School. Away from the classroom we also gave our four-legged friends a helping paw by donating £1,000 to Oakwood Dog Rescue, in east Hull, as one of our charities of the year.



February

## February

February means Safer Internet Day, where we talk to families and youngsters about avoiding the dangers of being online. To mark the day, we joined forces with Hull City stars Todd Kane and Robbie McKenzie and visited Eastfield Primary School to talk to Year Six pupils about staying safe online, how the internet works and spotting fake news.

February also saw us hosting our first drop-in session of the year at our Carr Lane Learning Zone where our KCOM digital champions helped older people get online. The sessions are held on the first Tuesday of every month and are open to all.



March

## March

March saw KCOM answer a DIY SOS when the popular BBC TV show arrived in Hessle to help a local family. Volunteers from across the business stepped up to join a huge operation of local tradespeople to transform a home of a man who had experienced an incredibly difficult year. While installing equipment to make sure the family could enjoy fantastic Wi-Fi when they returned home, the KCOM team also managed to grab some quality time with the show's presenter, Nick Knowles.

As well as hobnobbing with the stars, we also found time to support local secondary schools during National Careers Week, including a visit by KCOM's head of Systems, Engineering and Technology, Lindsay Rodgers, to Market Weighton to inspire girls about the career opportunities that exist in IT.



## April

April was a landmark month for KCOM in the Community which saw the relaunch of our community grants scheme. As well as doubling the size of grants to £1,000, we changed the way we award the grants. From a shortlist of six, three winners are now chosen by public vote every quarter.

The new scheme proved an instant hit with 40 groups applying to be shortlisted, generating more than 1,600 votes. The inaugural three winners of the new scheme were the Special Stars Foundation, Friends of Westcott School and Bundles Of Joy.

## May

Throughout May our volunteers were on the road delivering KCOM Key Skills days at school across Hull as well as participating in mock interview days for older pupils.

We also announced our team for the Hull 10k Corporate Challenge and donated 50 mobile phones to Preston Road Women's Centre. Our community programme also received recognition this month when we were shortlisted in the Commitment To The Local Community category of the national Better Society Awards.

## June

An east Hull community became a hive of online activity thanks to KCOM this month. Residents at Bayswater Court, in east Hull, were able to enjoy the many benefits of being online after KCOM installed a free IT suite for them to use. The IT suite has three computers enabling older residents at Bayswater Court to surf the web and explore new horizons online – as well as an opportunity to catch up with a cuppa.

At the other end of the age range, we also took part in the 2019 TeenTech event which showed more than 300 students from our region a diverse range of science, technology and engineering careers.



April



May



June



July

## July

July was another busy month for our community volunteers who took on a wide variety of activities at local schools and colleges. As well as taking part in a young entrepreneurs event for The Prince's Trust, we delivered our Key Skills activity day to two classes at Thanet Primary School, supported a personal development day at Market Weighton School and sat on a judging panel for Hull Youth Enterprise's Dragon's Den-style event while five of our female engineers supported a Girls into Engineering and IT day at Wilberforce College. We also delivered a workshop on community engagement on behalf of the Tiger's Trust.



August

## August

The start of the football season signalled the launch one of our most successful community projects of the year - KCOM Kits. The scheme promises to put one full Umbro team strip into the kitty for a local youth team every time Hull City score at home at the KCOM Stadium in the league. By the beginning of December, 549 local teams had applied to be part of the scheme and The Tigers had netted 21 times to put 21 full strips in the collection – with hopefully many more to come as City push for promotion in 2020. The winning clubs will be drawn at random at the end of the season.



September

## September

Keeping our customers safe online is a big part of our work in the community. That's why in September we partnered with Nationwide Building Society to hold internet banking safety sessions in our Carr Lane Learning Zone. Security experts from Nationwide are now giving advice at our regular drop in session on creating strong passwords, avoiding phishing emails and spotting scammers to make sure KCOM customers can do their internet banking with confidence.

## October

It's not every day you get a visit from the local sheriff but in October children visiting KCOM's Learning Zone did just that. East Yorkshire's High Sheriff Sue Stephens dropped in to say hello to youngsters from the Children's University who were taking part in an Ambassadors of Hull event. While there, Sue showed off her ceremonial sword, blue velvet suit and ostrich feather hat and told the assembled nine-year-olds they could be anything they wanted to be when they grew up – as long as they were prepared to work for it.

## November

November saw us take part in the 2019 STEM in Action event which helped more than 300 primary students from nine schools in our region understand science, technology, engineering and mathematics in a fun way. We also awarded the latest round of our quarterly community grants, with Northcott Special School, RSPCA Hull and East Riding Branch and Friends of St Anne's receiving £1,000 each after a record 2,300 votes were cast by the public to choose the winners. We also met the industry leaders of tomorrow when we delivered a mock interview day for students at the University of Hull Business School.

## December

As the year started drawing to its end, we started getting in the festive spirit early at KCOM as we launched our annual Christmas shoebox collection. The shoeboxes, which are crammed full of toys, sweets and other treats, are distributed to disadvantaged youngsters from around Hull. Employees wrapped and filled 100 boxes that will give local children an enjoyable start to Christmas Day.



October



November



December



# In 2019...

We've donated **1,608** volunteering hours (that's the equivalent of 215 days)



**166** KCOM volunteers have helped out in the local community

We've held **97** online drop-in sessions at our Carr Lane learning Zone, at libraries and at sheltered accommodation homes across Hull and East Yorkshire



Pupils at **22** primary schools have taken part in a KCOM Simnet or Key Skills activity day

**549** local youth football teams have applied for our KCOM Kits scheme



Donated **100** Christmas shoeboxes filled with treats to disadvantaged children in Hull and the East Riding



We've supported **17** secondary schools and colleges with employability skills activities from careers events to mock interview days



We've provided **39** raffle prizes to community groups to help with their fundraising activities



We've awarded **12** community grants