



A billion pound investment driven by the UK City of Culture

For the city of Hull 2017 will be an historic year to remember as it embarks on 12 months of art events celebrating its status as UK City of Culture.

But this accolade caps the biggest regeneration drive the city has ever seen with a billion pounds worth of investment and new jobs in renewable energy, healthcare, telecommunications and its longstanding port industries.

To critics who still think of Hull as a declining port its city council chief executive Matt Jukes says 'think again.' He adds: 'The mood has definitely changed. We're now getting recognition for our achievements instead of people having a negative view or no view at all.'

Until he joined the council in 2013 Matt was in the private sector as director of the thriving ports of Hull and Goole, part of the four Humber ports that contribute £2.2 billion to the UK economy and support 33,000 jobs. In that capacity he worked closely with the council especially on regeneration and inward investment and when the job of council chief operating officer came up decided to apply. He says he was attracted 'by the prospect of delivering investment on a regional basis' later becoming council chief executive in 2015. He adds: 'What appealed to me was not just that the place was changing but there was a vision, an engagement with residents and business and a council which took a commercial view. I bought into that vision.'

Hull's focus is on job creation, notably in renewable energy where it was recently successful in attracting multinational Siemens to the city to manufacture offshore wind turbine blades in a £310m Green Port plant, the largest in Europe, which opened in December 2016. The company even donated one of its giant blades as a city centre art installation to popular acclaim.

Another key industry for Hull is healthcare where long-established local employer Smith & Nephew is investing £9.5m in its advanced wound management centre, Reckitt Benckiser (RB) has a £110m investment in its research and development centre and the Hull-York Medical School is developing a £24m health hub. Telecommunications is represented by local broadband provider KCOM, the successor to what was once the council's telephone department, whose distinctive cream phone boxes still feature in the city.

But the port is still Hull's prime industry, 99% of whose traffic is commercial, split between 70% imports and 30% exports, and defines the city's role as a centre of global trade just as it has been since the 13th century when it exported wool. The Siemens/Associated British Ports plant investment in the Green Port, one of the UK's largest, shows how vibrant this traditional industry continues to be in the 21st century.

The council has also invested heavily in regenerating its centre, transforming its medieval old town into an

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attractive venue for visitors and converting the former fruit market by Hull Marina into a cultural quarter of local restaurants, artist studios, galleries, performance space and shops.

The city's focus this year will be on the events around the UK City of Culture which is expected to deliver a £60m economic boost. Major projects include the £5m refurbishment of the city's Ferens Art Gallery, which

opened this month, the £16m refurbishment of Hull New Theatre, set to reopen in summer 2017, and a new £32m 3,500 capacity venue for performances and events which will open in mid 2018. The Ferens Gallery will also host the 2017 Turner Prize.

The huge investment in the city is also accompanied by a focus on addressing the city's socio-economic challenges and particularly on raising skill levels. A new University Technical College specialising in digital technology and mechatronics is set to open in September. Although welfare dependency has sharply dropped Hull is still one of the most deprived areas in the UK with a high level of health inequality. Unusually the posts of director of health and that of adult care are combined enabling the council to take a holistic view of health with a focus on prevention in which the UK City of Culture programme also plays a role.

As the council's Matt Jukes says: 'The city's transformation won't all be completed by January 2018. We expect it to carry on into the future. There is plenty more yet to be done.'

Why Hull is a city on the up

Our growing economy and our status as UK City of Culture 2017 is transforming external perceptions of the city as a place to live, learn, work, study and invest. The opportunities this presents are unprecedented and now the challenge is to maintain the momentum.

As a council, this means continuing the work we have started to ensure that Hull's renaissance is for the long term, whilst stepping up the work to ensure that everyone in the city is able to benefit.

The physical transformation of the city will continue beyond 2017. A new concert and events venue is set to open in 2018, when work will also start on a new, iconic bridge that will re-connect the city to its waterfront. Longer term plans including the building of a cruise terminal that will allow Hull to capitalise on its role as Yorkshire's port and to play its role in the Northern and UK economy to the full.

Our £500m programme of neighbourhood renewal and new house building is well under way and will continue to improve the quality of life of existing



Councillor Stephen Brady, Leader, Hull City Council

residents as well as bringing new people to live in the city. A refresh of our City Plan will map out the future of Hull over the next 30 years, ensuring a joined up approach to its development, management and promotion.

And culture and the arts are now being embedded into all of our long-term city strategies and plans – from raising attainment and aspirations to community cohesion and health and wellbeing.

Alongside these exciting opportunities, the work to reshape our services in the face of ongoing cuts in revenue funding is progressing at pace and is crucial if we are to achieve our goal of a regenerated and socially inclusive city.

Many challenges remain, but confidence and belief in Hull's ability to deliver has never been higher. When we launched the City Plan and our bid for UK City of Culture in 2013, we were ambitious and optimistic but could not have foreseen the progress that Hull would make. Today, the sense of achievement, pride and excitement about what the future holds for Hull is palpable. This is, undoubtedly, Hull's time.





UK City of Culture positions Hull as a centre of arts and heritage

Hull's success story has been cemented by its winning of the title UK City of Culture 2017 which was announced in November 2013. It is only the second city to hold the title and the first in England and for Hull it is second time lucky, having bid once before.

As soon as the bid was won, a City of Culture company was created, part funded by the council to the tune of £3.6m and the rest raised from other sources in the private and public sectors. In total £32m has been raised to deliver the £32m programme for 2017 from 60 funding partners of which two thirds will be spent on public-facing activities

with events across the city. Matt and council leader Stephen Brady both have seats on its board and the council has just confirmed funding after March 2018.

The UK City of Culture, which lasts throughout 2017, is a key part of the city's long-term strategy to put culture and the arts at the centre of the transformation plan to update the physical fabric of the city. Estimates are that hosting the title will deliver a £60m economic boost to the city creating some 1300 jobs.

Hull City Council Chief Executive Matt Jukes recalls: 'Members had a clear view of what the City of Culture could bring. We already had a strong arts and culture offer

and knew we needed to invest in assets like the art gallery and the theatre.' The 365-day programme of events is divided into four seasons and averages out at eight per day while the opening seven-day event Made in Hull attracted some 342,000 people. Each of the seasons has a particular theme; the first, Made in Hull, is from January to March, the second Roots and Routes is April to June, the third, Freedom, is from July to September and the fourth, Tell the World, is from October to December.

Longer-term the city's cultural strategy for the next decade aims to position Hull as an international cultural city with a strong visitor economy.

Green Port Hull: a centre for renewable energy

In 2010 Hull City Council and Associated British Ports (ABP) along with its partners East Riding of Yorkshire Council and the University of Hull launched Green Port Hull, with a vision to establish the region as a world class centre for renewable energy. With an investment of £25.7m, the programme delivers across six business strands including employment and skills development; site assembly; inward investment; business support; business grants and innovation.

At the heart of the scheme is an employment and skills team, set up by the council and JobCentre Plus, and supported by Siemens, which aims to ensure that local people are equipped to take advantage of the job opportunities arising from the Siemens and other developments.

The team at The Hub deliver a number of support packages including Apprenticeship Wage Subsidies, Upskilling Fund, and Pathway to Employment Programme and also offer assistance with job applications, CV writing and interview skills. More than 300 local companies, 400 employees & 600 apprentices



have been supported by the team and in the past year more than 2,000 people from across Hull and the East Riding have been given support to apply for jobs, prepare for interviews & secure employment. Another 240 local companies have taken on manufacturing and engineering apprentices thanks to the apprenticeship wage subsidies.

Holly Dyson, 19, gained a mechanical assembly fitter position at Hull based The Water Hydraulics Company Ltd after leaving school. Holly has been in the role for three years and is completing her NVQ Level 3 in Engineering, Manufacturing Apprenticeship Framework. She is the company's only female engineer and is responsible for assembling pumps, motors and valves for water hydraulics systems used across the world.

Holly said "The opportunities for women in engineering are not showcased enough. From the hands on, problem solving elements that I love, to the creative design processes, there is so much choice. The career prospects are endless too. I can move into different areas of engineering to broaden my skills, across a variety of industries."



World class firms boost the city

Hull's ambitious investment and regeneration strategy can be summed up in three words – jobs, jobs, jobs. Its success is reflected not only in a sharp drop in the numbers claiming unemployment support but also in the ongoing commitment by world-class companies like Siemens, Smith & Nephew and Reckitt Benckiser (RB) to the city. But investment is also linked to city centre renewal with a major drive to revitalise the historic quarters – part of a long term plan to realise Hull's potential as a tourism destination

On a more personal level the city's success also resulted in an MBE awarded in last year's Queen's Birthday Honours to Hull City Council Director of Regeneration Mark Jones.

Mark, who joined in 1995, has seen huge changes in the city in the quarter century he has worked for the council. When he joined the city was still struggling with the legacy of decline in its traditional manufacturing and port employment base. In addition with its nearest conurbation 50 miles away, Hull could not rely on neighbours to help lift its economy. As Mark says: 'We are a freestanding city and we have to fix ourselves but I've always believed Hull's economy is based on manufacturing and global trade. These themes are reflected in our UK City of Culture programme with its first and final seasons being entitled Made in Hull and Tell the World.'

Hull's regeneration strategy took a hit with the 2008 recession. At one point 1000 jobs a month were disappearing and the percentage of the workforce on jobseekers' allowance hit 17% within 18 months from a low of 7%. Aided by an external consultancy the council produced a strategic plan to focus on three key manufacturing sectors, namely renewables (such as biomass, biofuels and offshore wind turbines), health and pharmaceuticals (already existing with global healthcare giants RB and Smith & Nephew and the Hull York Medical School and port logistics. The city centre was also earmarked for a £100m renewal of its public realm and

cultural infrastructure. The strategy was rolled up into the ten-year City Plan launched by Hull's High Steward, Lord Mandelson in 2013, with its twin ambitions to make Hull a world-class visitor destination and UK hub for renewable energy industries

Amongst the city's many success stories, one of the biggest was the decision by Siemens to develop its offshore wind turbine blade manufacturing plant in Hull which now employs 700 staff, while Smith and Nephew now employs 1000 staff producing advanced wound management products. When the investment by these and other companies is added together it totals £1.3 billion in the city while the jobseekers allowance claimant rate has dropped from its high of 17% to 3.5%, the lowest it has ever been. Hull's employment rate has increased faster than the national average and it is now in the fastest growing economy in Yorkshire in terms of GVA according to the CBI.

The City Plan envisages Hull as a UK energy city and a centre for renewable energy industries and investment and the Humber is within easy reach of three of the world's largest wind farms. Green Port Hull is a £310m investment from Siemens and Associated British Ports while Spencers Green Energy Works is a £200m investment on former industrial land which will convert 250,000 tonnes of waste material a year into energy.

Vivergo Fuels, one of the biggest bio ethanol producers in Europe, also has a £350m bio refinery converting wheat feed to bio ethanol. The Council is also working with the University of Hull to develop a Research, Development and Innovation Centre for the renewable energy sector.

On the healthcare side, a major project is RB's £110m investment in its research and development centre to bolster the global healthcare company's already major presence in the city to create 100 research posts. Smith & Nephew also has a £9.5m investment in its advanced wound management

business while Hull University is developing a £24m health hub for the Hull-York Medical School. The Humber is already the key economic driver for investment within the Humber and its port underpins Yorkshire's economy. The Humber ports are the UK's largest ports complex and the fourth largest in Europe, importing 33% of the UK's coal and 33% of the UK's natural gas.

Hull also has a longstanding connection with telecommunications. Its former telephone department became the council-owned Kingston Communications in 1987 until it was floated on the stock exchange, the council selling its last stake in 2007. The company is now broadband provider KCOM. The city has also developed C4DI, a centre for digital innovation and a hub for start-ups where the rivers Hull and Humber meet.

A city centre regeneration scheme is now nearing completion. The council has invested £26m renewing the public realm, including the historic old town where tarmac and concrete paving have been replaced by sandstone and granite. It is also regenerating the former fruit market, using existing buildings to create a lively, artistic area of restaurants, small shops, and artist studios. A new bridge across a busy highway will link the old city centre to the fruit market and the waterfront, connecting what were once dislocated districts.

Across the city, investment in homes and neighbourhoods is making Hull a more attractive and popular place to live. The £500m council-led renewal programme is very well established and incorporates many private, community sector and registered provider partners, which ensures delivery of thousands of quality homes through new build, tackling empty properties and neighbourhood renewal interventions.

Currently active in seven areas of the city, neighbourhood transformation is resulting in significant private sector investment and more than 5,000 construction jobs and 500 apprenticeships.

New college will expand engineering skills

Along with regeneration and job creation, boosting educational attainment and skills is also a key priority in Hull. Inward investors like Siemens, Smith & Nephew and Reckitt Benckiser (RB) need a skilled workforce but the thriving Hull economy also requires well educated staff.

The city will have a new University Technical College from September 2017 to provide skilled staff for the booming manufacturing and technology sectors. The UTC will specialise in digital technology and mechatronics, a combination of mechanical, electrical, telecommunications and computer engineering. Students will gain technical qualifications in these subjects, while studying core academic GCSEs, such as English and maths. It will provide 14-18 year olds with an education combining study for core GCSEs and A Levels with the practical, technical and vocational learning and qualifications that employers and universities need.

The college will allow students to work on projects with experts from the University of Hull and local employers. The state-of-art building, located in Hull city centre, will provide industry standard technology as well as workshops, a design studio and an arena where large scale machinery, drones,



robots and remote controlled vehicles can be tested.

The college is named after Ron Dearing, the co-founder of the Baker Dearing Educational Trust, which develops and promotes UTCs, who was born and studied in Hull.

Most of the city's schools are academies; of its 71 primary schools 49 are academies and of the 12 secondary schools ten are academies. Nationally the percentage of primaries that have become academies is over 20%, regionally 26% and in Hull, in September 2016, was 63% and will be over 75% by April 2017.

The council however still has a role in driving up aspiration

and supporting the schools and the city's economic success relies on educated young people for its future workforce. Latest figures show an improving trend with the city narrowing the gap against regional, statistical neighbour and England averages. At key stage 2 the combined measure for reading, writing and mathematics is above the regional and statistical neighbour averages and in line with the England average. Ofsted has judged 80% of its schools as outstanding or good and only 4% inadequate.

Like all local authorities, Hull has a challenging agenda in children's services with some 3,700 children in need and 600 looked after but is strong on safeguarding. The council is developing a strategy based round a system of pods to support social workers by creating a more holistic approach to helping children in need in partnership with health and police professionals. The aim is to maximise early intervention.

Hull City Council's Deputy Chief Executive Trish Dalby said: 'I've lived here since I was six and there's never been such optimism and sense of aspiration as there is now. The council is instrumental in making sure all our children benefit from this.'



How the City of Culture is helping to reduce health inequalities

Reducing health inequalities in the city is a top priority for Hull's health and care chiefs who recognise that the answer is to address the challenge holistically and particularly through early intervention. Health is inevitably connected to lifestyle and as unemployment, a poor diet, smoking, and bad housing all contribute to chronic conditions like heart disease and cancer tackling the root causes will in the long-term reduce inequalities.

Unusually for a local authority however the roles of director of adult care and director of public health in Hull are combined in one post while the clinical commissioning group is co-terminus with the council, helping the city to address the challenges through an integrated approach. Hull's City Plan and its UK City of Culture status also feature prominently in the health agenda.

The council's post of Director of Public Health and Adult Care is held by Julia Weldon who joined the council in 2013. Her priorities are to reduce the city's above average levels of heart disease, cancer and smoking as she says 'by focusing on the social determinants that cause health inequalities'. Since an unhealthy lifestyle leads to prematurely chronic conditions and dependency in old age, there is logic in seeing an improvement to public health in the short term leading to reduced care needs in the long-term. She adds: 'It's unusual for a director of public health to also have an adult social care portfolio as well and it gives

me a wider perspective. It's about focusing on a life, not a service. You can't tackle care challenges unless you focus on prevention, early help and resilience and that means public health.'

Like the rest of the country, Hull has an ageing population; the number of people over 65 in the city is expected to rise by 15% or 5,700 by 2024 and 39% by 2034. Working with consultancy iMPower, Julia is currently implementing a system-wide change programme for adult care, moving away from dependency and residential care to encouraging independence at home.

The council is creating a formal partnership chaired by Julia, an Integrated Commissioning Board, with Hull's co-terminous Clinical Commissioning Group covering children's, public health and adult services which will be fully operational by March 2018. There will also be a wider partnership board of chief officers from the health, social care, voluntary sector, and fire and rescue services looking at the broader health and care agenda. Hull is also a partner in the Humber Coast and Vale sustainability and transformation plan (STP) covering a million patients, three hospital trusts, three mental health trusts, six CCGs and a £3bn budget. The STP's priorities including a place-based rather than service-based approach to health and care match Hull's own strategy.

Hull's UK City of Culture status also form part of its health programme and indeed health priorities were

written into the City of Culture strategic plan. They include improving mental health wellbeing using the arts and integrating health promotion in public events, creating opportunities for physical activity through arts participation and reducing social isolation by persuading residents to become involved in the cultural events such as becoming one of the 4000 volunteers.

Health experts see enhancing mental wellbeing as a key ingredient in improving physical health. Hull's UK City of Culture programme forms part of the city's drive to improve its citizens' health lifestyles through its wellbeing impact. Initiatives that can improve wellbeing include the therapeutic effects of volunteering for City of Culture events with 4000 people aged 16-80 taken on for the year. Many of these volunteers have a physical disability, a health condition or a mental health issue while the Hull Homeless Community Project has also encouraged its clients to consider volunteering. Many people who would otherwise be isolated have also been encouraged to volunteer. City of Culture events also create opportunities for physical exercise like walking tours, cycling, dance, and being outdoors.

Julia adds: 'The successful City of Culture bid was just the start of this collaborative journey between culture and health. We may not be able to improve the health of the entire city in a single year but everyone involved is determined it will be a catalyst for change.'

Hull a world class cultural visitor destination

Hull is a city that has been reinventing itself culturally as well as physically over the last few years. The transformation includes a city wide lighting scheme by multimedia artist Nayan Kulkarni, whose massive installation Blade, was recently unveiled. The local Hull Daily Mail reported that 'it appears that all the hard work has been worth it, with members of the public delighted with the artwork.'

It reaches out towards the Humber where the marina and the Fruit Market cultural quarter have attracted a fantastic array of new bars, restaurants and venues – including the soon to be opened Humber Street Gallery of contemporary art.

These improvements to the cityscape provide a great backdrop to Hull's UK City of Culture celebrations. There really has been no better time to visit this vibrant maritime city with its rich and proud heritage and its increasing reputation as a cultural destination.

Rediscovering the Hull Old Town, which was once the medieval hub of the city, quaint old buildings and historic



pubs have stood for centuries and the excellent Museums Quarter brings history back to life. Set around beautiful gardens, these free museums offer a fantastic day out

for all the family. Hull is also home to the Holy Trinity Church, the largest Parish Church in the country. As you emerge from cobbled streets of the Old Town which boasts one of only two surviving medieval street patterns in Yorkshire, the skies open up to reveal the unique Scale Lane footbridge, which has been designed to carry up to 750 people every time it opens whilst filling the air with a rhythmic sequence of ships bells chiming.

Swing across the River Hull and at its mouth with sensational views of the mighty Humber Bridge, you will find The Deep, one of the world's most spectacular aquariums with over 3,500 fish, including one of the deepest viewing tunnels and Europe's only pair of green sawfish, plus a variety of stunning sharks and rays.

Throughout Hull's year as UK City of Culture there will be hundreds of cultural events, from visual arts to theatre, from music to dance.

For more information about the programme go to: www.hull2017.co.uk.