REINVENTING HULL
CITY PLAN FOR HULL
THE JOURNEY SO FAR

TRANSFORMING THE CITY TO MAKE HULL AN EXCITING PLACE TO LIVE, WORK, STUDY, VISIT AND INVEST
Hull decides to bid for UK City of Culture ...

65% of residents did not think Hull should be UK City of Culture.

March 2013
WE'VE ONLY GONE AND DONE IT!
City of culture? It’s a Hull of a thought!

City Of Culture? It’ll be a cold day in Hull

It’s one Hull of a city

Why I adore unloved Hull

It’s been a Hull of a party in derided city

The temptation to make fun of Hull is strong. I manfully resist it
Hull City AFC fans chant “You’re only here for the culture”
READINESS
2014

• Hull UK City of Culture 2017 Ltd was established as the independent charity.

• Martin Green appointed CEO and Rosie Millard as Chair.

• Public consultation on Destination Hull capital programme - the Council’s £100m regeneration and legacy programme for 2017 and beyond

• READINESS PROGRAMMES: People, Place, Positioning, Product
PEOPLE:

VOLUNTEER
THIS CITY BELONGS TO EVERYONE
POSITIONING
PRODUCT/PLACE: Setting the Stage
SEA OF HULL

JULY 2016: TEST EVENTS

PLACE DES ANGES
SEA OF HULL
720 MILLION AUDIENCE ACROSS THE GLOBE

UK’s largest ever nude installation

OVER 2,000 PIECES OF PRINT AND ONLINE COVERAGE INC. FT, ARTSFUND, ARTS PROFESSIONAL, ARTS DAILY AND THE GUARDIAN

#SEAOFHULL
4 DAYS IN JULY REACHED ALMOST 550,000 ACCOUNTS

SIGNIFICANT COVERAGE ON NATIONAL AND LOCAL RADIO AND TELEVISION
A YEAR IN THE SPOTLIGHT
365 DAYS OF 2000+ EVENTS
‘THE SEASONS’

MADE IN HULL
JAN - MAR 17

ROOTS & ROUTES
APR - JUN 17

FREEDOM
JUL - SEP 17

TELL THE WORLD
OCT - DEC 17
BLADE
by Nayan Kulkarni
I wish to communicate with you.
TURNER PRIZE

THE HYPOCRITE

A HALL FOR HULL

BBC RADIO 1
BIG WEEKEND
MOMENTS OF CITYWIDE CELEBRATION
9 in 10 residents of Hull attended or experienced at least one UK City of Culture activity

3.5 million visits to museums and galleries

More than 800 jobs created in cultural and visitor economy

350,000 hours volunteering by more than 2500 individuals
3,000 hospitality staff received Big Welcome training

7% increase in international visits 2016

5.6m visits to Hull in 2016, up 11.5% on previous year

Value of tourism £285m, supporting 6,146 jobs
Raising Hull: the party starts in style in the UK's new City of Culture

BBC NEWS

The Telegraph

One Hull of a stylish museum

The Observer

The 2017 Show

The New York Times

Times Four Goes to Lincoln Hall

The Herald

Now that's what I call a history play!

The Daily Telegraph

Nudity, profanity and anarchy’ in the City of Culture

Aesthetica

Birthday broadsides

The Yorkshire Post

Ballet keeps boys on their toes
The Observer
Hull’s year of culture: ‘We look at our city with new eyes’
The real story of Hull’s year as City of Culture is how it’s transformed the lives of local people. Here they discuss 2017’s highlights – and what its legacy might be.

Art
The Observer
Hull: City of Culture 2017 review – prepare for a whale of a time
From old masters to new visionaries, this year’s City of Culture offers a wealth of sensual treats amid a tide of human history.

Welcome to my new favourite place...
Slice of Life
Fresh from a visit in the City of Culture 2017 – Hull – Caroline Quentin recommends we all head north east for a visit to a place steeped in history and, well, culture.

STYLIST
Get your culture fix in Hull

The Spectator
How Hull won me over
James Walton is swept along by the City of Culture’s newly rediscovered sense of civic pride.

Daily Mail
Never dull in Hull!

i
How Hull proved the naysayers wrong in 2017

lastminute.com
Be inspired: the best places to go in 2017

12. Kingston upon Hull (Hull), UK

SAGA Magazine

Why Hull Really Is The Best City In The UK
THE NEXT CHAPTER BEGINS
Stage 1: 2017-2020 - 3 YEARS
Major visual arts installation, support for annual festivals and NPOs, community arts, learning, volunteering, cultural marketing.

Stage 2: to 2027 - 10 YEARS
Cultural Strategy and Leadership, Hull’s relationship with Nordic states, a city for artists.

Stage 3: to 2037 - 20 YEARS
Generation Hull - embedding arts and culture in citizenship, health, learning.
ICONIC BRIDGE: reconnecting the city to its waterfront
ALBION SQUARE: heart of city
Yorkshire’s Maritime City
Cruise Terminal