



# Cities, Culture, People

## Astana 2018

Martin Green CBE





Stornoway

17

14

15

Glasgow

Edinburgh

20

Belfast

19

Newcastle

20

23

Hull

Birmingham

23

Norwich

24

Cardiff

26

London

Plymouth

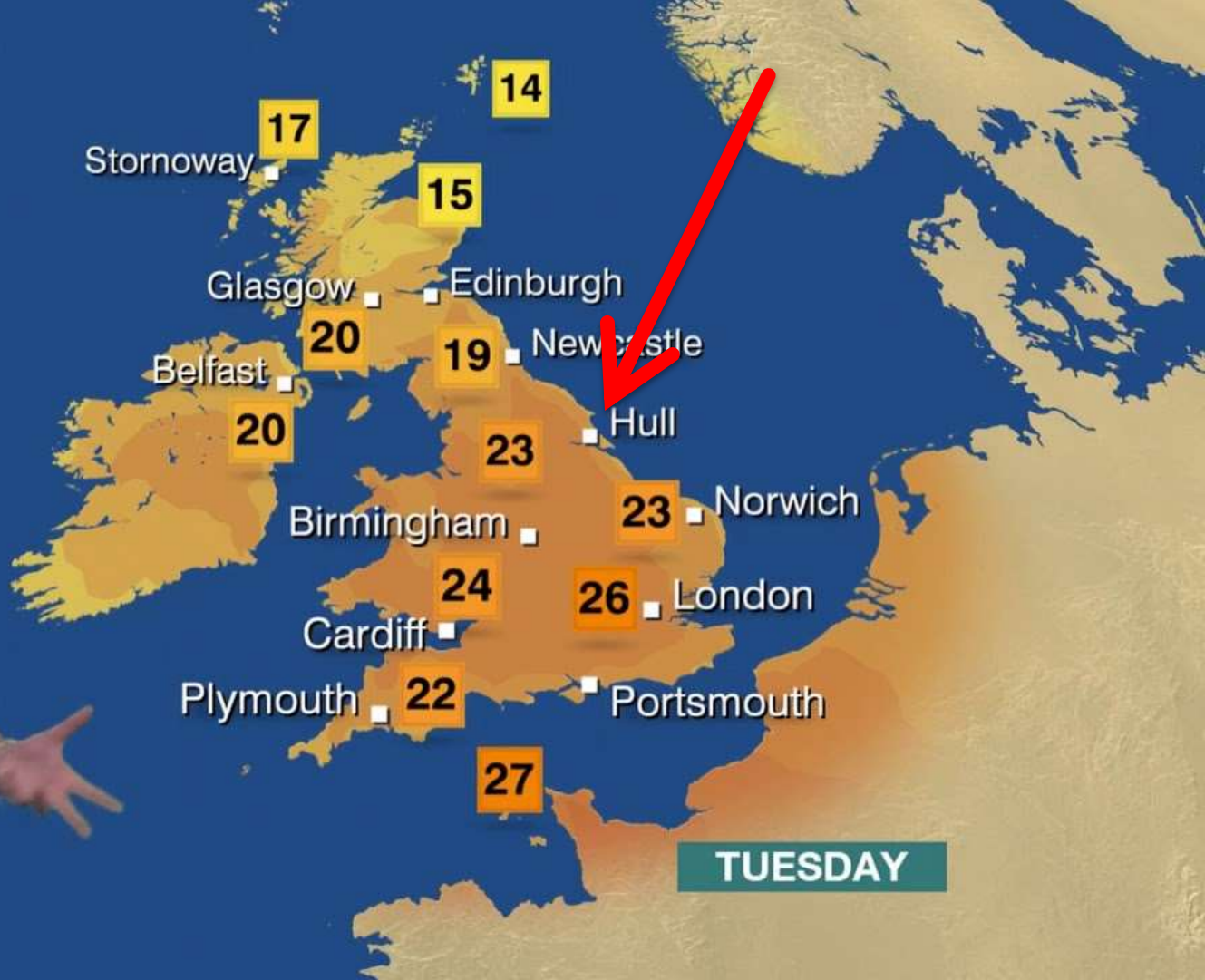
22

Portsmouth

27

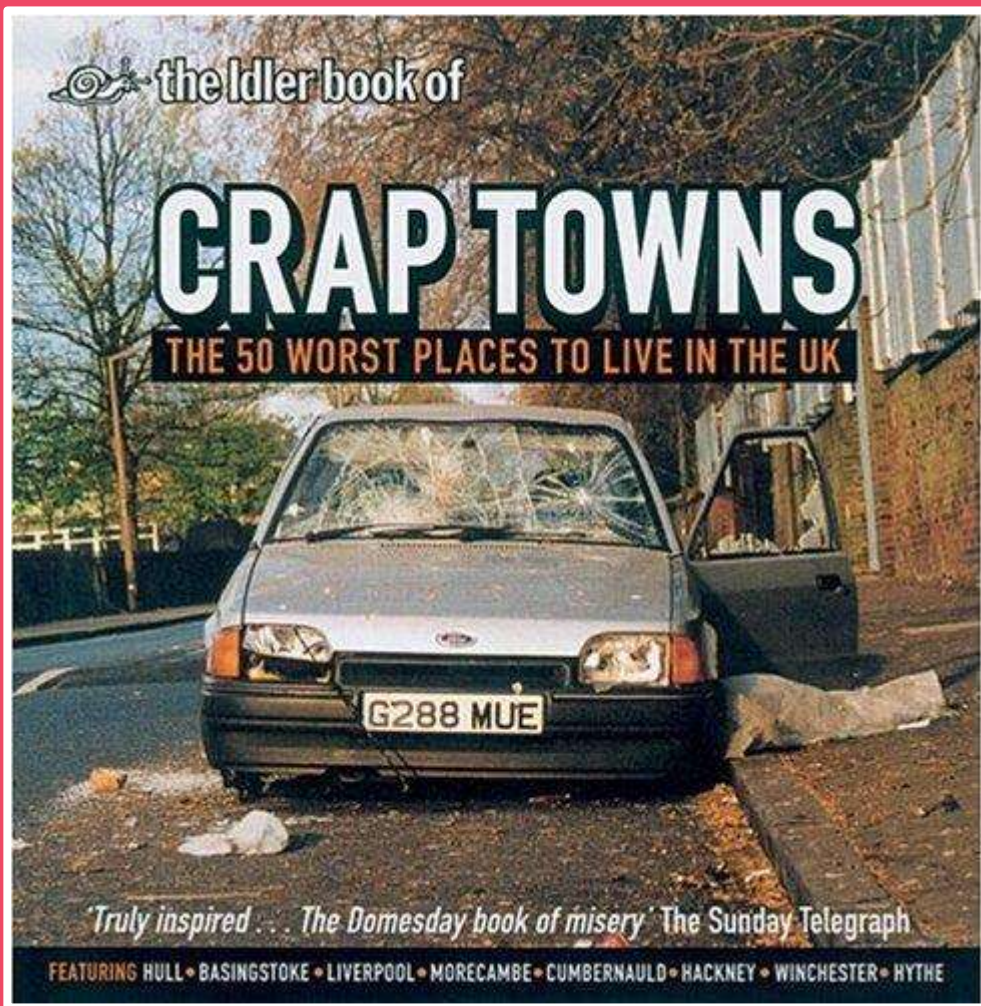
TUESDAY





**TUESDAY**

2003



“come Judgement Day  
the city would be  
leased out indefinitely  
to Satan to provide  
housing for the Damned”



**MADE IN  
HULL**

JAN-MAR





**MADE IN HULL**  
*Curated by Sean McAllister*





**BLADE**  
*by Nayan Kulkarni*



**I WISH TO  
COMMUNICATE  
WITH YOU**



**BASIL KIRCHIN**



**LILLIAN BILOCCA**



**COUM TRANSMISSIONS**



**ZIGGY STARDUST  
AND THE SPIDERS  
FROM MARS**



# LAND OF GREEN GINGER ACT III: THE LONGHILL BURN





**FLOOD**





# VOLUNTEERING





# LEARNING & PARTICIPATION





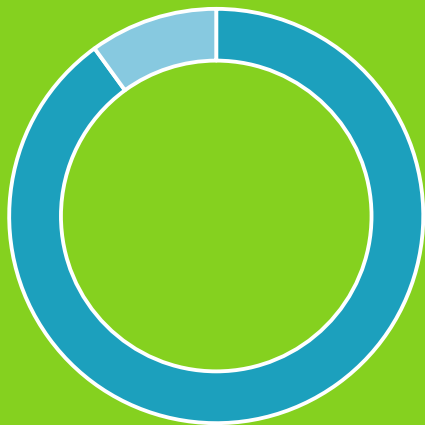


**COMMUNITY ENGAGEMENT**

# IMPACT AREA: ARTS & CULTURE

During the first three months of 2017...

9 in 10 residents have attended or experienced at least one UK City of Culture activity



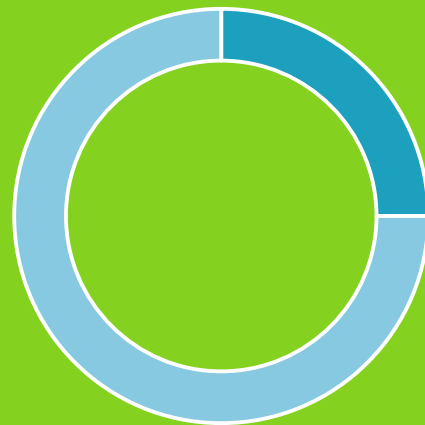
■ Yes ■ No

38% of bookers for The Hypocrite were new audiences at Hull Truck



■ New ■ Existing

For every one event delivered, produced or funded by Hull 2017, the city staged another 3



■ Hull 2017 ■ Non-Hull 2017



# IMPACT AREA: ARTS & CULTURE

Of the 1.1m people passing through Queen Victoria Square during Blade...

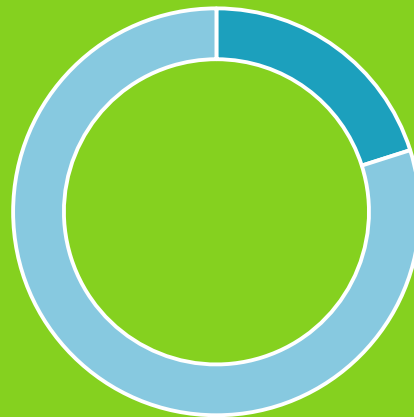
Over 420,000 (38.2%) people  
interacted with Blade



Of which, 50.5% stated Blade was the  
main thing that influenced their visit

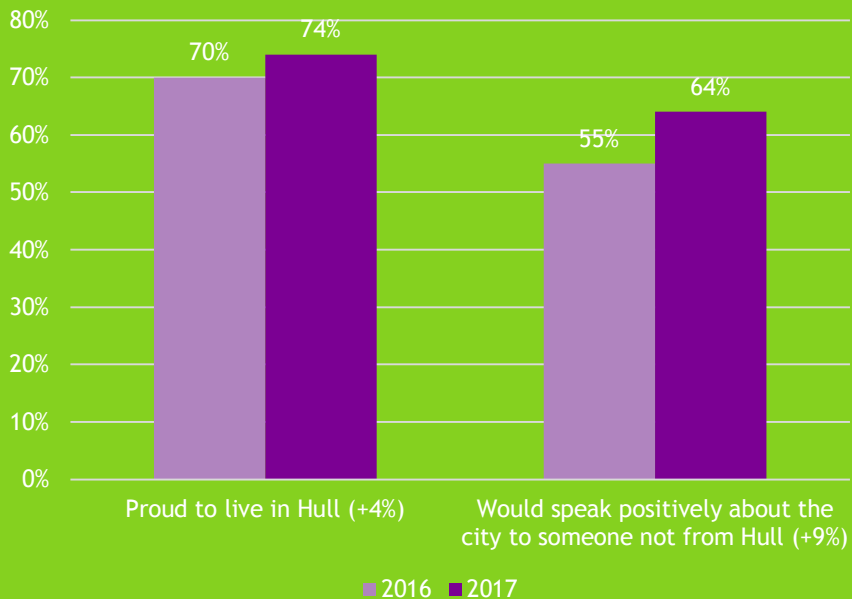


And 20.1% came from  
outside Hull & East Riding

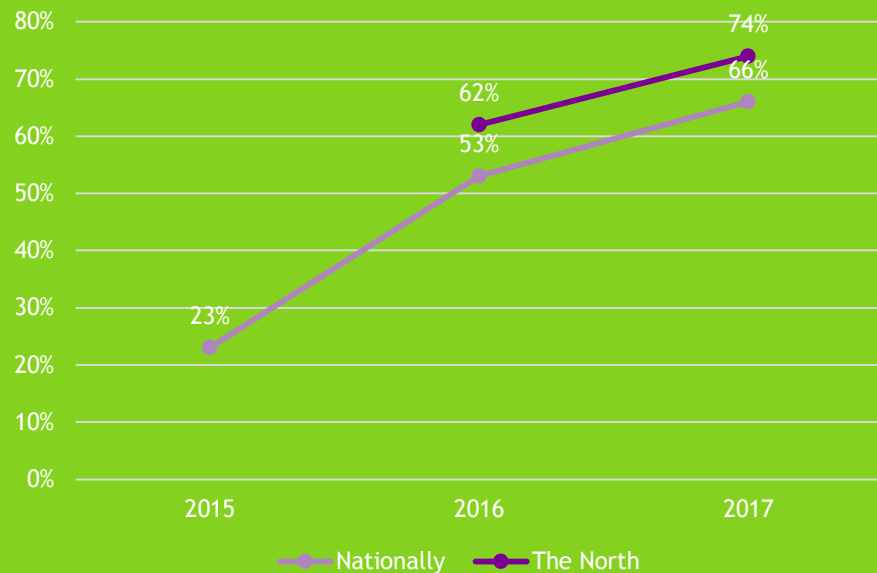


# IMPACT AREA: PLACEMAKING

## Residents' pride in Hull



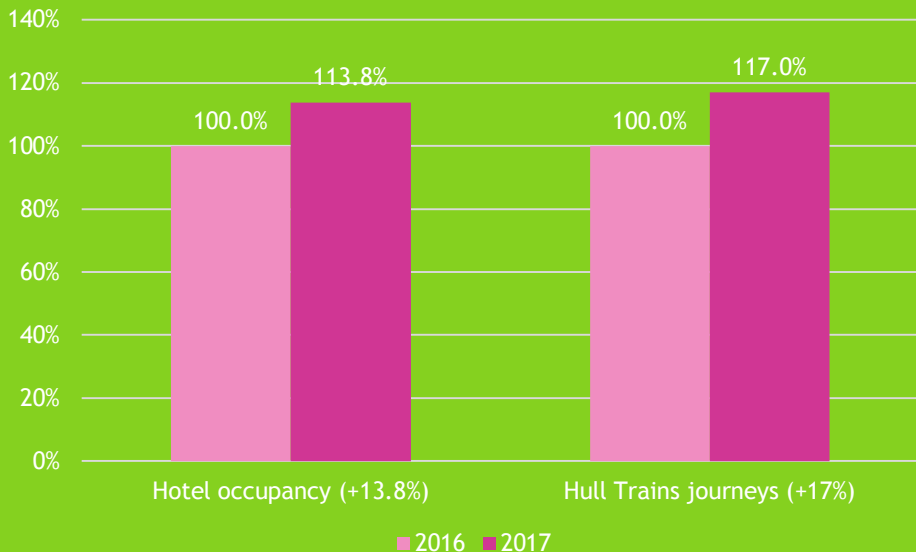
## Awareness of Hull's status of UK City of Culture 2017





# IMPACT AREA: ECONOMY

Accommodation & travel  
January - March 2017 vs same period in 2016

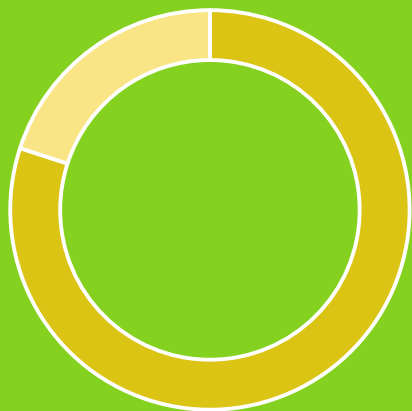


Over 1 million visits to Hull's museums & galleries  
during January - August 2017 (+500%)



# IMPACT AREA: SOCIETY & WELLBEING

80% of Made in Hull audiences said it inspired them to talk to people from other generations about stories presented.



Average number of people out of 10 who felt happier after attending this Land of Green Ginger project

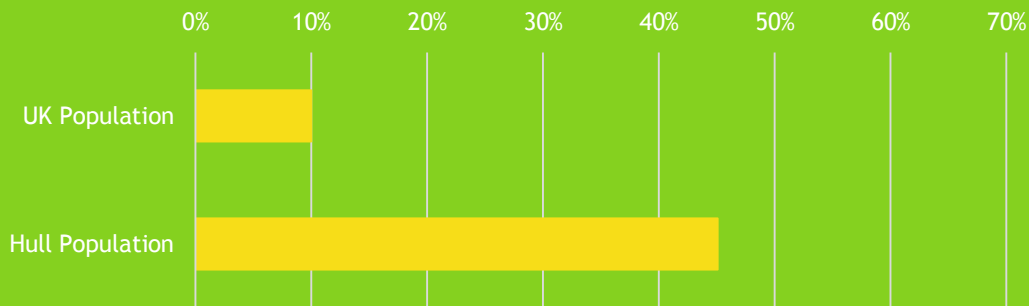




# IMPACT AREA: SOCIETY & WELLBEING

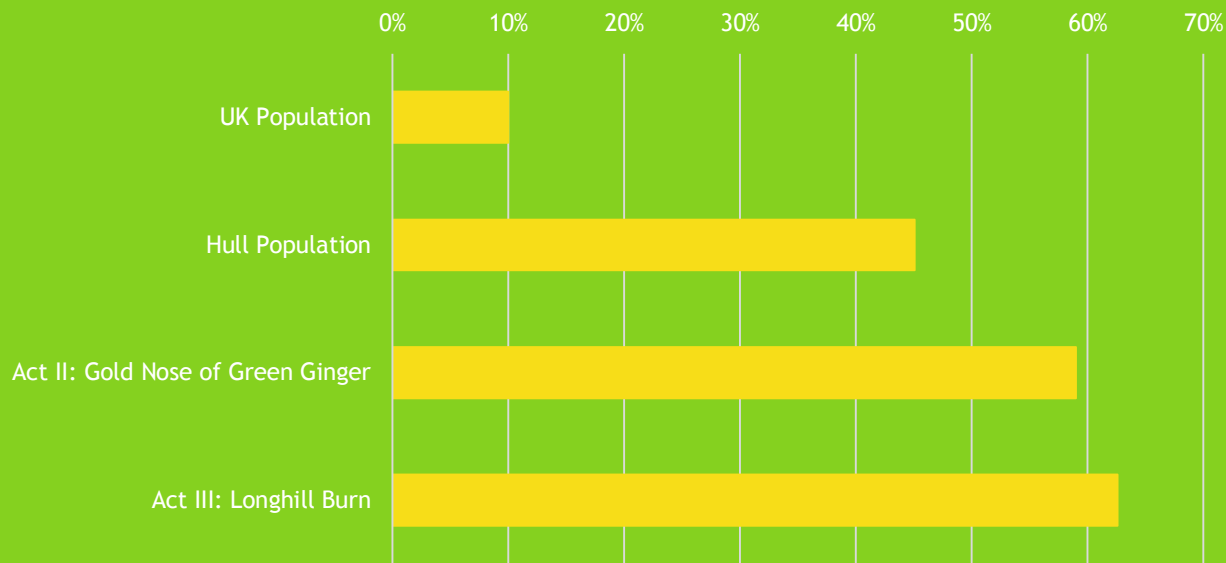
Land of Green Ginger projects have been highly successful in engaging residents in Hull's most deprived communities.

45% of Hull's population are in the 10% most deprived communities in the UK.



# IMPACT AREA: SOCIETY & WELLBEING

Audiences for Acts II & III had a higher percentage of people from these communities, by 14% and 18% respectively.

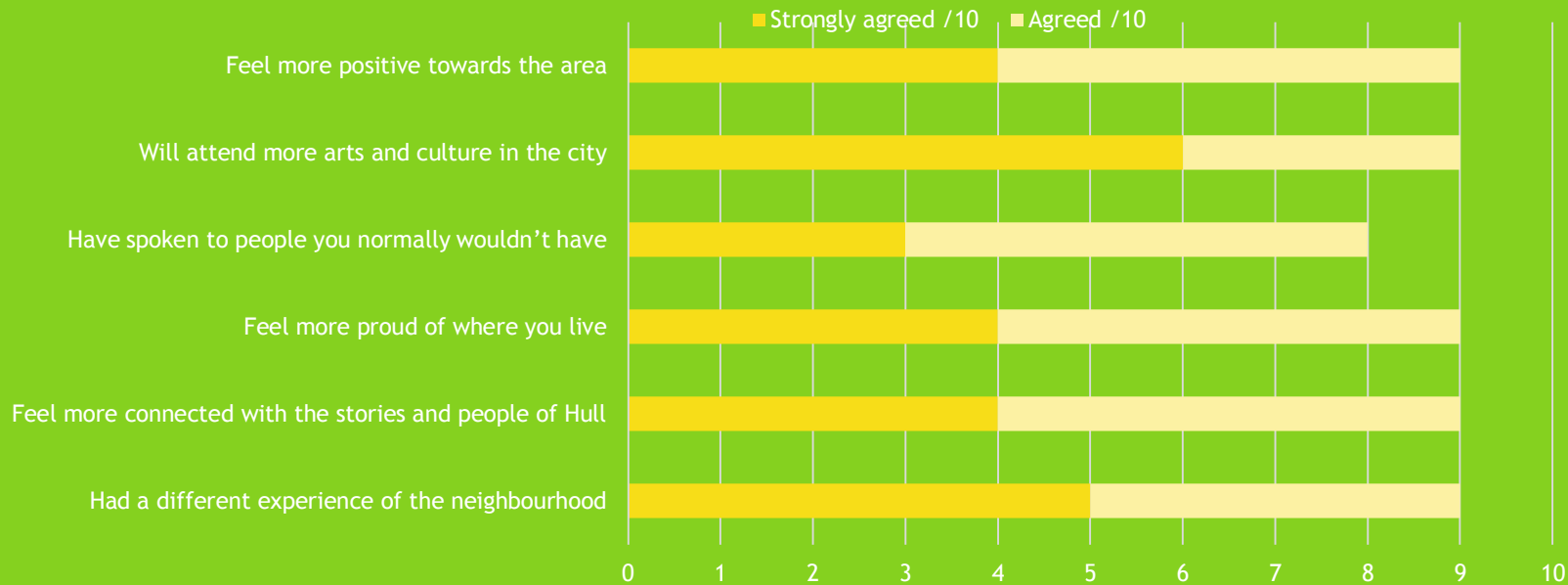




# IMPACT AREA: SOCIETY & WELLBEING

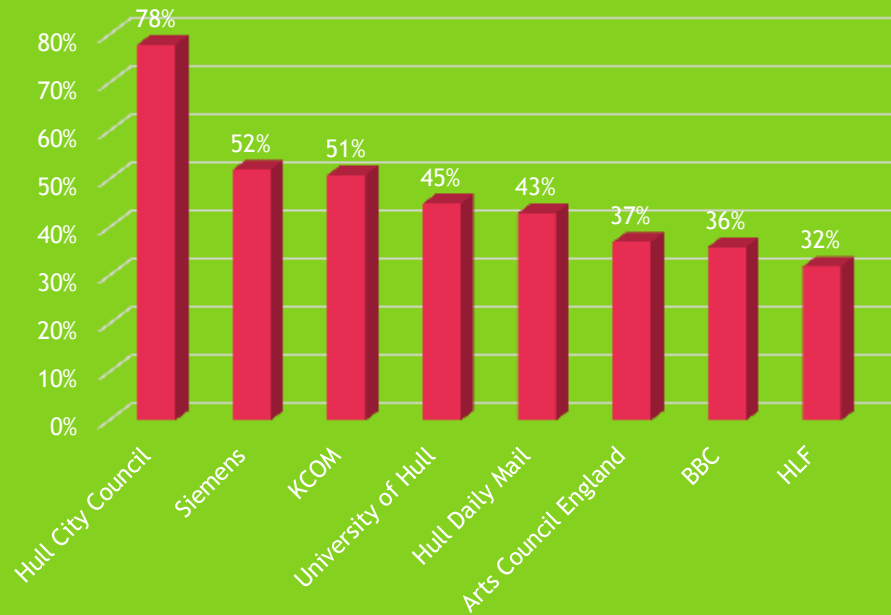
Across Acts I, II and III, all Land of Green Ginger projects have connected communities and altered attitudes.

Average number of people who, as a result of the project...

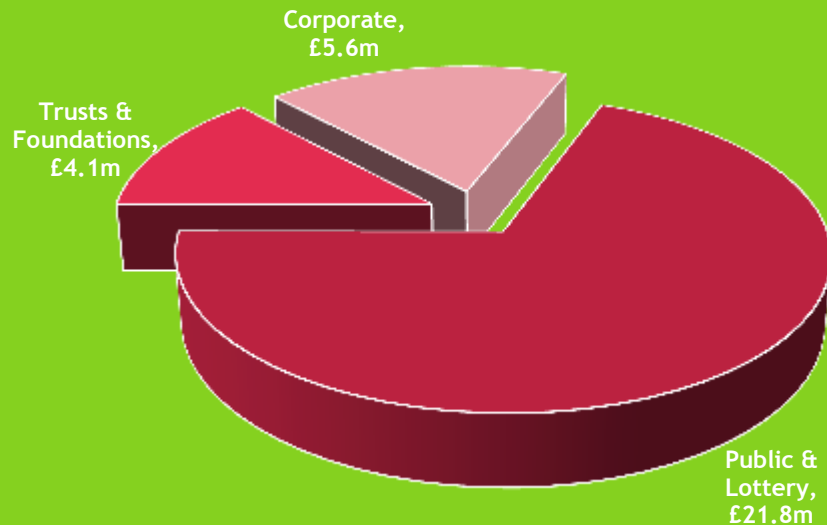


# IMPACT AREA: PARTNERSHIPS

Partner awareness amongst audiences from Hull & East Riding



Income









## HOST CITY



## PRINCIPAL PARTNERS



## MAJOR PARTNERS



## CITY PARTNERS



## **BUSINESS CLUB**

AAK (UK) Ltd  
Crown Paints  
Daifuku Logan Ltd  
East Yorkshire Motor Services Ltd  
ESP Group  
Hudgell Solicitors  
Humber Galvanizing  
Jelf Insurance Partnership  
JR Rix & Sons Group of Companies  
Morco Products Ltd  
Northern Gas Networks  
Premier Galvanizing  
SGS International  
Smailes Goldie Group  
Strawberry  
St Stephens

## **BID ANGELS**

East Trans  
F&T Vending  
Gosschalks Solicitors  
Hull College Group  
Hull KR  
Keepmoat  
Nagra Properties  
Neill & Brown  
RSM  
Spencer Group  
The Deep

## **HULL 2017 SUPPLIERS**

Edwards & Pearce  
FirstGroup  
House of Townend  
Hull Trains  
Lincoln & York  
magneticNorth  
Pipers Crisps  
Shoosmiths  
Spektrix  
Star Events  
Strata Group  
UK LED Lighting  
TransPennine Express