John Holmes

Chief Executive

Hull Forward

Presentation to FE-HE Collaborative Provision Annual Conference

21 May 2009

Hull FORWARD

We are Hull Forward, delivering lasting change

One of the UK's first Economic Development Companies

Economic & physical development strategies aligned - delivering sustainable economic change

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> Our role

Create a thriving sub-regional capital

with a strong economy

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> Our ambition

We are the catalyst that is

transforming Hull into a global

economic player

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> How?

Economic & Physical Regeneration

> Our challenge

- Population 250K (city of Hull)
- High & growing unemployment (8%)
- Recession –fragile economy
- Vulnerable industries e.g. manufacturing, ports
- Social problems delivered by deprivation – crime, ill health, education

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> Our strengths

- Strong Board
- Key economic sectors
- Visible delivery
- Business & partner support
- Strong catchment area – 800K in 45 min drive

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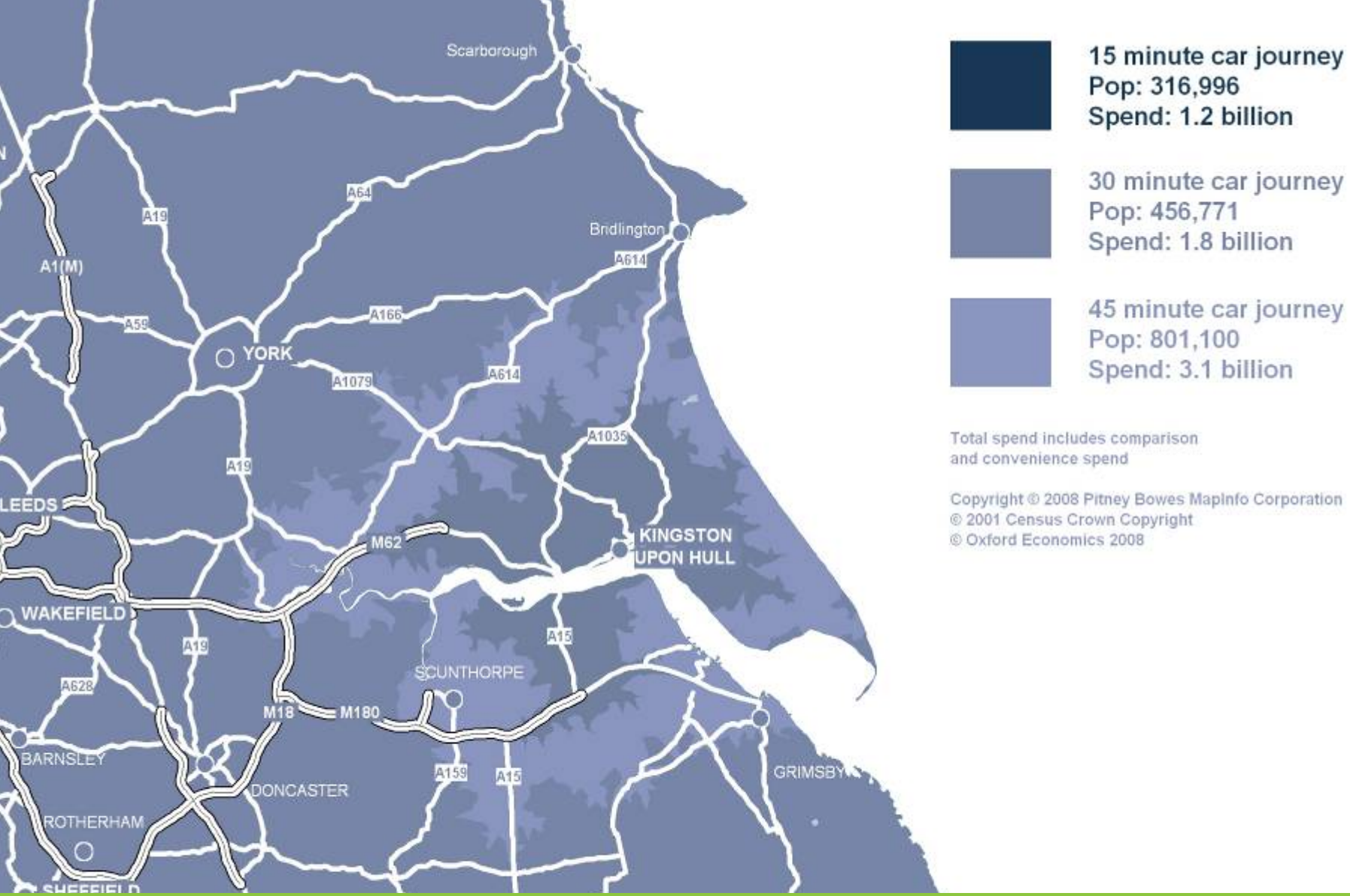
Unrivalled location



Strong catchment – 800,000 within 45 min drive

Impressive business base

> Our history

Citybuild (2002 – 2008)

Hull Urban Regeneration Company

Regeneration Organisation of the Year 2007

partners

- Homes & Communities Agency
- Yorkshire Forward
- Hull City Council

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> Our role

Creating a thriving investment environment

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key outputs

- >2,100 new office based jobs
- > 5,600 net new retail/ service jobs
- > £1.5bn commercial investment
- > £240m residential investment
- > 3,000 dwellings created
- > 4,500 new residents

> City centre masterplan

St Stephen's – retail led, mixed use scheme

Humber Quays – premier office quarter

East Bank of the River Hull – housing led, riverside community

Quay West – further development of retail circuit

Fruit Market – cosmopolitan development of old town quarter

Albion Square & Heart of the city – diverse city quarter, education, homes & office

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st stephen's
albion square
and heart of the city
east bank of the
river hull
quay west
fruit market
area
humber quays

Why a Masterplan?

> sub-regional capital status not being achieved in the offer

> need more jobs in the city centre

> wage rates are too low

> existing buildings don't serve modern needs

> people making money in Hull are not spending it here

> limited choice of restaurants, entertainment, shops

masterplan objectives

> a unified and compact city centre core

> a city reunited with its waterfronts

> a prime office core

> a large city centre population

> a strong retail circuit

> a strong and lively River Hull corridor

> new icons to lift the heart of the city

How are we doing?

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Ferensway – 2004

st stephen's
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east bank of the
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humber quays

St Stephen's – Sept 2005

Paragon Interchange - 2007

Paragon Interchange - Interior

St Stephen's – opened Sept 2007

St Stephen's

St Stephen's

RICS National Regeneration Award 2008

RICS Pro Yorkshire Regeneration Award 2008

Insider Business Awards – Regeneration Award 2008

Albemarle Music Centre

Hull Truck Theatre

Humber Quays – 2002

st stephen's
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humber quays

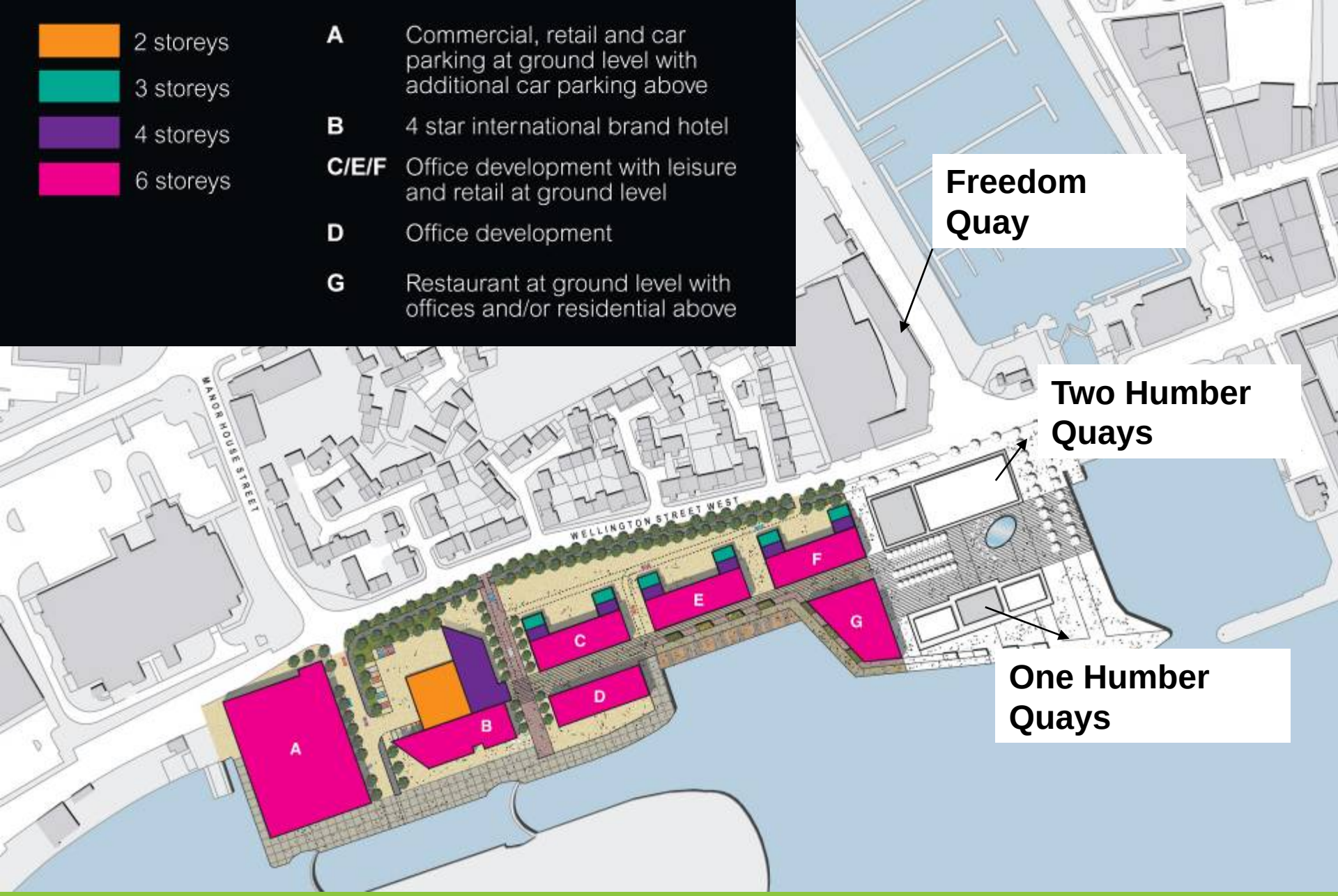
Humber Quays - present

Humber Quays - present

One Humber Quays

Two Humber Quays

Freedom Quay



Humber Quays – Plot Layout

East Bank of the River Hull

st stephen's
albion square
and heart of the city
east bank of the
river hull
quay west
fruit market
area
humber quays

East Bank of the River Hull

East Bank of the River Hull - Hotel

Footbridge/restaurant pod design by night

Quay West – today

st stephen's
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Fruit Market

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The opportunity

Future proposals

Future proposals

Gross Investment Commitments to March 2008	£m
Hull City Council	33
Yorkshire Forward	47
Homes & Communities Agency (formerly English Partnerships)	29
	109
Projected private investment in Citybuild/Hull Forward project areas at March 2008	730

> Our achievements

£727m private sector investment

83% rise in prime office rentals (02-08)

Creation of a premier business district

UK's first operational WTC

Support of £1bn public sector investment programme

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> Our role

Accelerating the city's economic development

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Bondholders

> Our Bondholders

140+ members spanning all sectors & sizes

£100K+ contribution to place marketing

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> Our key sectors

healthcare technologies

ports & value added logistics

renewable energy

food & drink

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Focus on Healthcare Technologies

Industry led group

Priorities agreed

>healthcare

> Healthcare technologies

Multi-national companies - Smith & Nephew, Reckitt Benckiser and Seven Seas

High NHS investment

Strong R&D expertise

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Industry led group

Humber wide partnership

>renewables

> Renewable energy

The Humber:

27% of the UK's oil refining capacity

20% of the UK's natural gas landings

32% of the UK's coal imports

17% of the UK's electricity generation in and around the area

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Work with partners to maximise opportunities

Port side development areas

> Ports & value added logistics

The Humber:

the UK's largest ports complex – Hull & Humber, handling 16% of the UK's seaborne trade

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Harness strong network of sector businesses

Link to healthcare

Malmo Food Park

>food & drink

> Business support

Working with our existing business

base – advice, funding, property

Food & drink, contact centres

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World Trade Centre Hull & Humber

World Trade Centre Hull & Humber

> part of World Trade Centers Association

> 300+ World Trade Centres, 90+ countries,

serving 750,000 companies

World Trade Centre Hull & Humber

> Our achievements

- St Stephen's awarded the RICS National Regeneration Award
- Catalyst to attract over £700m investment in Hull City Centre
- 83% rise in prime office rentals (2002-2008)
- Establishment of UK's first operational WTC

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> Hull's Integrated Investment Plan

City Council

Delivered by

- Hull Forward
- Building Schools for the Future
- Gateway Housing Pathfinder
- LIFT/PCT
- University of Hull
- Hull College Group

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> University of Hull

- Top 10 Mainstream University – 4th year running (National Student Survey)
- 89% Overall Student Satisfaction (National Student Survey)
- EQUIS Accredited Business School
- Logistics Institute - world-class expertise in logistics and supply chain management
- The Knowledge Exchange – business access to academic expertise
- Hull York Medical School – ranked 5th in The Times Good University Guide for Medicine 2008

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> Hull College Group

- Ofsted – outstanding in all areas
- Major building programme complete
- Ambitious re-development plans of Hull & Goole campuses
- Partnership with major companies
- Embedded within City Centre Masterplan
- COVE's/Retail Academy
- Part of city wide regeneration strategy

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> Hull College Group

- Widening participation
- Employer partnerships
- Vocational HE & higher level skills
- Economic recovery/regeneration
- CSR
- Community engagement
- Inclusiveness

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> Thank you

Questions?

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