

# Music Plan for Hull 2025 – 2030



# Introduction:

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Hull is a place of ambition. Hull is the 2017 UK City of Culture, a Maritime city, a progressive international city, a city with a proud past and an exciting future. A city of significant culture and heritage led regeneration, a city of renewal, a city of leading organisations, festivals, and award-winning nationally celebrated music venues. Hull has a long tradition of

music making with the first mention of paid musicians in 1394. Hull is a city of people who do, make, and take part. Hull is a city with proud local communities full of celebration and imagination.

Our openness to research, reflection, and actively adapting to the ever changing artistic and creative landscape of a creative city, ensures we have a built-in flexibility and sustainability to our work. This approach is both academically and through first-hand lived experience of the communities that make up our musical ecology.



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**Vision:**

Music in Hull will play a strategic and active role driving Hull's reputation as one of the world's most progressive cities in community-led culture and heritage. Through collaboration, our city will be a global leader and be recognised as a forward-thinking destination and a place to make and experience quality music.

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**Purpose, Themes and Values:**

The five-year plan is to support the development of music in Hull. The music plan aligns with and delivers the Hull Culture & Heritage Strategy 2025 – 2030.

The music plan is presented across the following themes:

1. A focus on inclusion – To harness the inclusivity of music to enable individuals, talent, and communities to have fair and equal access and representation in opportunities, experiences, and decision making.
2. The strength of our stories – To raise Hull's music profile nationally and internationally through harnessing the potential of UNESCO.
3. Championing our music Infrastructure – Upskilling talent; inspiring education and learning; promoting creative sustainability; building audiences and empowering venues by prioritising live music experiences.
4. The power of relationships – To facilitate active collaborations and networks through sustaining proactive relationships in the city, regionally, nationally, and internationally.

Underpinning each of these themes are three core values. These values will provide a framework to ensure the plan develops a whole system approach to enabling the music ecology of Hull.

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**Our Musical Values:**

1. Be bold
2. Be inspired
3. Be Hull

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**Background:**

Three key themes were identified through a one-day engagement event where over 100 people from across the music sector came together to start to shape a music plan for the city. This music plan is also informed by the Community Plan 2024 – 2034, the Culture and Heritage Plan 2025 – 2030, the commissioned Creative and Culture Economic Impact and Infrastructure Survey 2023 and independent research led by Hull Music Net, Hull Music Service and the City Arts Team.

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**Key Milestones:**

2025 UNESCO Creative City Bid and 600 years Anniversary the Hull Trinity (March 25th, 2025)

2026 Maritime Programme launch, 45 Years of the Freetown Society

2027 100 years of Culture in Hull Centenary: Ferens Art Gallery and Hull University; 45 Years of Artlink; 25 years of the weekly Sesh and 15 years of the Humber Street Sesh; 20 years of Freedom Festival, the Albemarle Venue and Hull Children's Book Award; 10 years of the Big Malarkey and UK City of Culture 2017

2029 730th Birthday of the City of Hull

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**Peel Street Festival**

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## Outcomes / Metrics for the Music plan – feeding into the Culture and Heritage Strategy

1. Increased investment in music delivery
2. Growth in local and national media coverage of Hull's music initiatives, talent, and activity
3. Improved economic value of music sector in Hull (value/number of employees or volunteers)
4. Increased national and international collaboration across music
5. People to be confident that Hull is a place to develop and grow a creative music business or career

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## Bellwether KPI metric's

1. Number of participants in music – key programmes
2. Audience numbers for music events, gigs, concerts
3. Number of visitors to the city – music tourism

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## Adaptable and agile:

The delivery of our plan will be adaptable, agile and will flex to the changing circumstances we face as a city. We have learnt from our recent past that things happen beyond our control therefore, ensuring we are not of a fixed mindset will be essential to assure the success of our strategy.

Key areas of work have been identified, presented,

and will be delivered over the five-year period of the strategy. Throughout this delivery plan there are areas of work which rely on partnerships. Some areas depend on the success of external funding and some on other pieces of work to happen first as to remove any barriers or to lay foundations for a successful project delivery.

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## Governance:

Our music plan will be overseen by the city's Music Board whose role will be to monitor, champion and celebrate success. The Music Board plans to be representative of the city. They will also engage with all key local, regional, national, and international stakeholders and support the vision that Hull will be a global leader, to be recognised as a forward-thinking destination and place to make and experience quality music.0

## The Hull Music Board will:

Oversee matters relating to the UNESCO Creative City of Music and to fulfil all functions required of the Board,

Be the strongest possible advocate for Hull, delivering on the ambition of the city's five-year music plan,

Provide a steer for the city in music related activity, acting as a 'critical friend', providing support in the form of advocacy, and seeking out and maintaining channels of communication with the relevant stakeholders,

Champion, promote and celebrate the musical achievement of communities, children, young people, lifelong learning, and venues across the city.

## The Red Guitars



## WHAT WE NEED TO DO

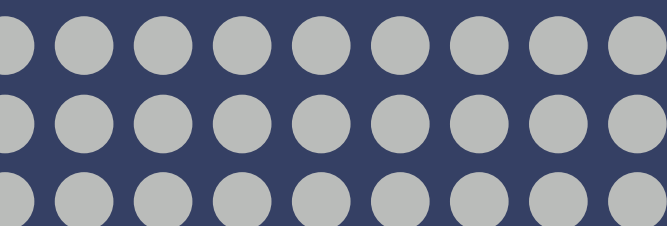
<ul style="list-style-type: none"> <li>• Commit to UK Music's ten point plan and its strategic actions to improve diversity and boost music inclusion in the city, linking direct to policy implementation.</li> <li>• Ensure the Hull Music Board is representative and inclusive of Hull communities</li> <li>• Improve equity of opportunity</li> <li>• Increase opportunities for under-represented groups</li> <li>• Identify barriers and obstacles to diversity and inclusion in the city's music ecology</li> <li>• A diverse programme of support, opportunity and experiences will be developed for communities and target audiences</li> <li>• Maximising the use of assets within communities and across the city, utilising non-traditional &amp; empty spaces</li> <li>• Collaborative programmes built on community engagement to be community-led</li> <li>• Hull will work through and with the UNESCO Music network to build new partnerships to grow inclusive opportunities for music and communities</li> </ul>	<ul style="list-style-type: none"> <li>• To celebrate Hull's heritage, diversity &amp; culture telling our diverse music stories</li> <li>• Hull's visibility and profile to reach new audiences and raise awareness of opportunity- Culture Hull and link with Visit Hull and the LVEP</li> <li>• Hull will promote its learning, opportunities and best practice through the UNESCO Creative City Network for Music, raising the profile of the city and the work delivered</li> <li>• To improve the current network &amp; communication between organisations, venues, freelance artists, industry &amp; community groups</li> <li>• Create and curate programming and partnerships to improve audience engagement &amp; driving tourism</li> <li>• Increased use of digital solutions for the promotion of events, tickets, programmes &amp; communication</li> </ul>	<ul style="list-style-type: none"> <li>• To promote community engagement &amp; collaborative partnerships with community assets across the city</li> <li>• Review of digital technologies and platforms and how they can support the music industry into the future</li> <li>• To improve transport links across the city to enable fair access for all, including supporting a nighttime economy</li> <li>• Develop a Clear skills pathway and ongoing training and CPD to support career and talent development</li> <li>• Implement a data and intelligence approach to support organisations, venues and communities to be evidence led and informed in business planning</li> <li>• By joining the UNESCO Creative City Network, Hull will be able to access and draw on the resources, best practice and network with other cities to support the development of local solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Connected Leadership - Hull Music Board feeding to the city's strategic board</li> <li>• Strategic Partnerships working within the city and with UNESCO music cities, building exchanges and collaboration between projects and musicians</li> <li>• Develop national and international partnerships, building on the existing relationships and working with UNESCO to forge new links</li> <li>• People need to know where and how they can access information and support that's appropriate to their need</li> <li>• Networks need to understand the role and remit of each other, and how they can link, support and build upon their work together</li> </ul>
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Hull Music Service and composer



## WHAT WE WILL ACHIEVE

<ul style="list-style-type: none"> <li>• We will have an inclusive music sector, with diverse voices represented at every level</li> <li>• Hull's Music Board will be inclusive and represent the communities of Hull</li> <li>• We will have an active role within the UNESCO CCN and with our international partner of Freetown, Sierra Leone in developing inclusive music opportunities</li> <li>• Opportunities will be open to all and with EDI policies to ensure transparency and accountability</li> <li>• Children and young people will have access to a wide range of opportunities and experiences across genres and across the city</li> <li>• The city - all partners and stakeholders - will enable and support a diverse music programmes across its assets, in the heart of communities</li> <li>• Programmes will be co-designed and developed, ensuring the are uniquely Hull</li> </ul>	<ul style="list-style-type: none"> <li>• Hull's musical heritage, diversity &amp; programme will have raised the profile and reputation of the city regionally, nationally and internationally</li> <li>• Organisations, venues, freelance artists, industry &amp; community groups will have active networks and communication which will achieve a sense of civic pride in the city</li> <li>• The dedicated approach to marketing and communications will drive audience engagement &amp; music tourism</li> <li>• Through the UNESCO CCN for Music, Hull will disseminate best practice approaches to issues and engage with the network to develop collaborative programmes</li> <li>• Have strong insight and intelligence to demonstrate, evidence and communicate the value and benefits of music across sectors such as health and wellbeing, education and economy</li> </ul>	<ul style="list-style-type: none"> <li>• Community engagement &amp; collaborative partnerships in community assets across the city will have been established to ensure music production and experience takes place in all communities</li> <li>• The music sector will develop robust strategies and skills to maximise the opportunities digital technologies and platforms provide, supporting inclusive growth</li> <li>• We will implement a transport plan for links across the city to enable fair access for all to cultural assets</li> <li>• We will establish a nighttime economy plan and an independent nighttime economy advocat to represent the sector to public bodies and agencies</li> <li>• There will be a clear visible skills pathway and ongoing training and CPD to support career and talent development.</li> <li>• A complete understanding of physical assets in terms of access (accessibility audit)</li> </ul>	<ul style="list-style-type: none"> <li>• Hull's connected leadership - Hull Music Board feeding into the city's strategic board - will ensure effective communication and information flow empowering the sector and enabling informed decision making</li> <li>• Hull will have active strategic partnerships within the city and with UNESCO music cities, building exchanges and collaboration between projects and musicians</li> <li>• Build on the strengths of collaboration and mutual support to create a music ecology where diversity is celebrated and barriers to music making are removed</li> <li>• Networks will have a clear understanding of how they work together as part of the musical ecology of the city and understand where there are possible synergies, joint working and shared ambitions and opportunities</li> </ul>





Chiedu Oraka

# Music Plan for Hull 2025 – 2030

Culture  
**Hull**



Hull  
City Council