

# Culture and Heritage Strategy 2025-2030



*“You have filled a lot of our lives with joy, and I can’t think of a moment when I wanted to be somewhere else whilst we were doing it. I was incredible impressed by the way that you keep all of us on board and encouraged and welcome and cared for ... just a wonderful experience.”*

*Hull Truck Theatre, participant feedback*

# Introduction:



Hull is a place of ambition, a maritime city, an outward looking, international city with a proud past and an exciting future. A city of culture and heritage-led regeneration, a city of renewal. A city of pioneering organisations, brimming with creative people who make, do and take part. A city of passionate and proud communities, each with their own distinctive character and full of celebration and imagination.

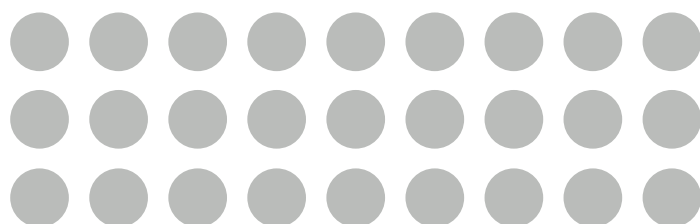
**Foreword –  
Councillor Rob  
Pritchard, Portfolio  
Holder for Culture  
& Leisure**



Over the past few months, it has been a pleasure to have been part of the team that that has helped develop our Hull’s new Culture and Heritage Strategy. The team has gathered the views of more than 1,200 people from every part of the city, creatives, and communities alike.

Our strategy is a ‘living strategy’ that we will update regularly and evaluate so that we can look for new opportunities and adapt accordingly. It sets out an ambitious path, over the next five years, for Hull to realise its full potential as a major hub for culture and heritage across the North and the UK. Working with our partners and communities, we will ensure that culture and heritage are agents for positive change.

My hope, as you read the pages that follow, is that you see a nod to our heritage and cultural past, a snapshot of the now and a new vision that will build on the city’s strengths and successes, increasing civic pride and showcasing our great city to new audiences from across the country and the globe.





Cultural Tides 2024

# Vision and ambitions

The Hull Community Plan 2024 - 2034 Ambition 6 is to continue to build the city's reputation as a leading UK city in community-led culture and heritage.

**VISION:**

The Culture & Heritage Strategy will drive 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, recognised as a forward-thinking destination and place to make and experience quality work.

**In making it happen:**

People will feel they belong, and the culture and heritage offer will be inclusive to all.

Our imaginative communities will have the confidence, ability and support to celebrate the identity of our different and distinctive neighbourhoods. Our vibrant, safe and welcoming communities will become platforms for creative exploration.

People will feel empowered, and we will recognise that we are all on our own distinctive journeys. Culture and heritage will support individuals to develop at their pace, in ways they want.





Sync or Swim - Tamar & Jo - Freedom Festival 2024



# Priorities

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This work was overseen by a partnership group including representatives of the culture, heritage, and education sectors and the City Council. The following priorities emerged through this work, however, we recognise the need for adaptability, to harness and respond to ever-changing environment and emerging opportunities.

This Culture & Heritage Strategy is a clear articulation of our priorities and shared direction over the next five years. The Council and its cultural partners will work together to turn words into action for the benefit of Hull and everyone who lives, works, and visits the city.

The strategy also celebrates the role of culture and heritage in actively supporting and meeting the objectives of the other five ambitions of the Hull Community Plan 2024 - 2034.

## **This is distilled into four key underpinning themes of:**

- Community-led
- Inclusive Leadership
- Insight and intelligence
- Collaboration and Communication

## **These are:**

1. Safe and welcoming neighbourhoods
2. A healthier and fairer Hull
3. Reaching our potential
4. Economic growth that works for all
5. Responding to the climate and nature emergency

Culture and heritage cut across all these agendas and play an important part for individuals and communities. Together as partners we will ensure culture and heritage are seen as strategic partners in tackling these ambitions, that we are at the table co-designing solutions and co-creating deliverables.



## Over the next five years together the city will:

be a leader for community-led culture by working together to activate the city, empower communities, assets, and enable citizens to create, contribute to and enjoy their city's culture and heritage

harness our national and international partnerships to raise our profile and make great work together

develop city-wide strategic programming and networks with partners to co-design, co-ordinate and maximise opportunities, delivery and impact

embed a coordinated and collaborative approach to solutions and leveraging investment for the benefit of residents, audiences and the sector

develop an active leadership across culture and heritage, with a structured approach including partnerships, citizen panels, and an annual Cultural Tides and Visit Hull and East Yorkshire conferences bringing organisations and networks together

be evidence and intelligence-led to support, inform and underpin partnerships, bids, policies and programmes such as the Local Visitor

Economy Partnership, Night-Time Economy Adviser, Music Board, approach to Film & TV, culture programmes and the Public Art Policy framework

Be a community-led, globally focused city, using our culture and heritage to accelerate competitiveness, amplify our distinctiveness and create the conditions for sustained growth.

transform how we organise, support, and collaborate on the issues, for greater transparency, accountability, reach and impact.

ensure that culture and heritage is a proactive contributor to the wider agendas of the Hull Community Plan 2024 - 2034. Adopting a continuous improvement journey that embraces open conversation, leadership, and active listening.

Work with partners and stakeholders to animate, curate and shape a city that not only attracts visitors but also strengthens our sense of local pride and belonging.

Be a place where people and organisations invest time, skills and finance.

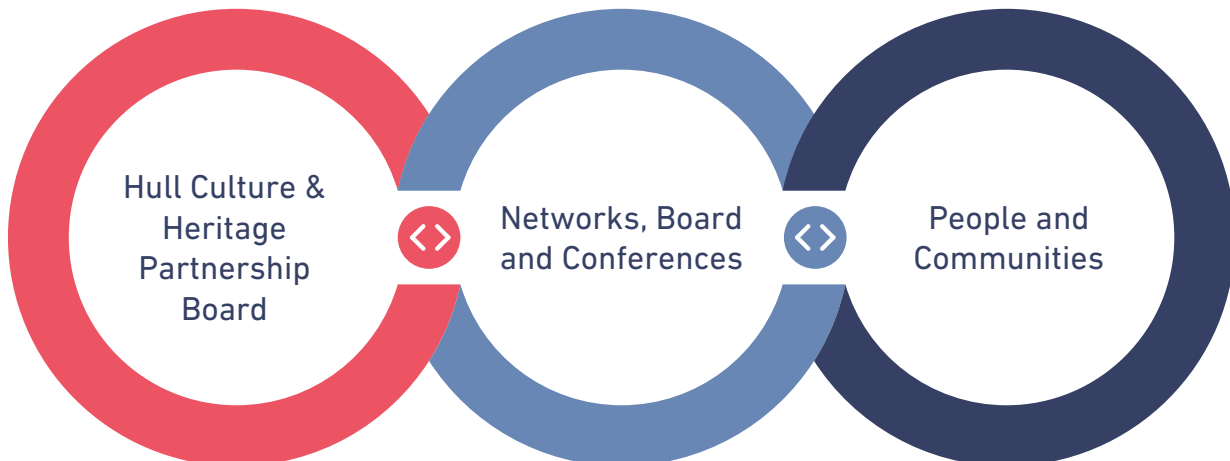


The Big Malarkey 2024

# What is community-led culture?

This speaks of an ambitious culture and heritage sector which actively practices its relationship to Hull's communities, centering its impact on their lives - be it through participation for their personal development, individual enjoyment, business partnerships, or health and wellbeing. Community-led also includes activity which has an output designed for local communities' benefit, without necessarily including community groups directly in its creation process.

## People and Communities



## How this strategy will stay the course:

An active inclusive leadership is essential to ensuring we come together and meet the ambition and priorities of this strategy. Through this we will create a new circular active listening leadership model, whereby there will be clear lines of communication and moments where communities and individuals can come together to share their views and influence the strategy, and for the leadership to steer the city on strong foundations of community voice. Together we will establish a new strategic partnership board, who will oversee the strategy and who will ensure the city achieves the ambition and priorities as set out. In support of this regular network meetings, forums, and the annual conferences such as Cultural Tides and the Visit Hull and East Yorkshire Tourism Conference, will

ensure the flow of information, influence, and dialogue will be continuous and open, from the grass roots to the strategy leadership.

## What Culture & Heritage means to us:

Culture and heritage is what makes us tick. It is what we do together to celebrate and share moments, our collective memories, experiences, and the stories we tell, who we were and will be, how we express ourselves and how we have fun. Culture and heritage is in the fabric of the city, its communities, and its people. Culture and heritage belongs to us all, we can shape it, and it can shape us. We are our heritage, we are our culture, and we are our future.



## How this strategy will be used:

This is our Culture & Heritage strategy, and it will be used by you, the people of Hull, as the culture producers, heritage preservers, the story tellers, adventurers, experience seekers, community makers and idea shapers. It will be a tool for partners, stakeholders and collaborators who contribute to Hull's culture and heritage offer, enabling us all to work together with clarity and confidence. The Hull Culture & Heritage Partnership will use the delivery plan as framework to help the city and communities to make strategic and investment decisions.

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## How this strategy was created:

Our Culture & Heritage strategy 2025–2030 has been a truly collaborative journey, co-created with the

communities, cultural and heritage organisations, partners, and stakeholders of the city. The strategy will be overseen by a new city leadership, one rooted in partnership and one focused on the strategic transformation and realisation of our ambition. The Hull Culture & Heritage Partnership will oversee the strategy and delivery plan, and ensure we remain an open, listening, learning, and creative city. This strategy embodies the strategic approach and delivery of Ambition 6 of the city's Community Plan and how the cultural and heritage sectors will support the delivery of the other Community Plan Ambitions. For the details of the delivery, please see the accompanying Culture & Heritage 2025–2030 delivery plan. To understand the journey of the strategy development, please see the full breakdown of the strategic context, evidence, partnership approach, within the Case for Support document.

*I am proud to support Hull's Culture and Heritage and Music Strategy not least as it broadens our understanding of culture to include the wonders of science, engineering, and technology. These fields are not often associated with culture in the way music, drama, and the arts are, but they hold the same power to inspire, provoke thought, and spark creativity. Hull's new ColliderFest embodies this vision, blending the marvels of science with the creativity of the arts to create a truly immersive and engaging experience. It's a fantastic example of how we can celebrate innovation and discovery as an integral part of our cultural identity*

*Mark Lorch - University of Hull*



*“Hull’s maritime heritage shapes its identity, economy, and cultural future. It boosts tourism, supports jobs, and inspires education.*

*“Our rich maritime past influences arts, festivals, and community pride. By embracing its past as a global trading port, Hull strengthens its creative industries and international connections, ensuring a dynamic and resilient future is rooted in its seafaring history.”*

*Jane Avison - Hull Museums*





# How this strategy will be delivered:

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## **The Council**

Will continue to support culture & heritage through its support of Hull Culture & Leisure, a wholly owned company of the Council delivering the museums and gallery offer, libraries and leisure services. It will also continue to work in partnership with Arts Council England by investing in the city's National

Portfolio Organisations, while supporting independent artists and organisations through a programme of investment, in-kind support, advice, and advocacy. The Council also continues to commit to its resource with staff delivering across arts, events, tourism, and culture & heritage volunteering, as well as recognising the role of services across the Council without whom culture and heritage would not take place or have the reach and impact for the people and communities of Hull. The Council will strategically work alongside national funders such as Arts Council England and National Heritage Lottery Foundation, and with city partners such as the NHS, VCS, University of Hull, Hull College and other education providers, to ensure investment and activity into the city reaches all our communities. We work in partnership with key advocacy groups such as Cultural Collisions and HEY Creative, and will continue to lead on major,

## Pride in Hull 2024



transformational initiatives with local impact – such as the city’s bid to become a UNESCO city.

### City Partners

Collectively recognise the role that culture & heritage plays an active role in the health and wellbeing, economic success, educational attainment of residents and communities of Hull. Therefore, it will work with cultural and heritage partners to realise the potential it offers in delivering cross-cutting agendas. This will be through commissioning, partnership working, and in-kind support to the culture and heritage sector, whose work and expertise achieves meaningful solutions and engagement. As city partners from the NHS, VCS, University of Hull, and business community, they hold a wealth of knowledge and expertise that can support the culture and heritage sector to thrive. By working together, we can achieve the results we all want to see for the city.

### Cultural Partners

Will deliver a city-wide programme which contributes directly to the Culture & Heritage Strategy, collaborating to make Hull a better place to live, work and play. This strategy will support the city to work together in a more joined up way, while increasing participation and strengthening the case for additional external investment in organisations and artists.

The Culture and heritage sector will find connections between their existing programme of work and the stated ambitions within this strategy, as well as explore the possibility of new projects which respond to the priorities expressed by local people.

The strategy recognises that it is unrealistic to expect each individual cultural and heritage partner to respond directly to each ambition, theme, or priority. Between us however, we can have a transformational city-wide impact against the ambition of the strategy over the next five years. This strategy celebrates much of the great work that is already happening across the city, while crystallising activity into something shared and encouraging new possibilities.

### People of Hull

Will experience the impact of the strategy firsthand, understanding the opportunities presented to them, helping shape the offer and feeling the benefits. Widening the net of experience and knowledge to fulfil their aspirations and ambitions making our communities fulfilling, vibrant and exciting places to be. Hull in numbers.



Freedom Festival 2024

## Impact in numbers



**£224.8m**

Creative and Cultural Sector  
GVA (2021) +20% from 2015



**£37,443**

Creative and Cultural Sector  
GVA per employee (2021)  
+11.9% from 2015



**£2.6m**

Music Sector GVA (2021)



**£12.3m**

Film and TV sector  
GVA (2021)



**£18m**

Age equivalent volunteering  
benefits (2022/23)



**£14.2m**

economic impact of  
household spend on  
creative/cultural activities



**359,380**

Visits to Hulls Museums  
and Gallery sites and  
their large events  
(2022/23)



**£25.9m**

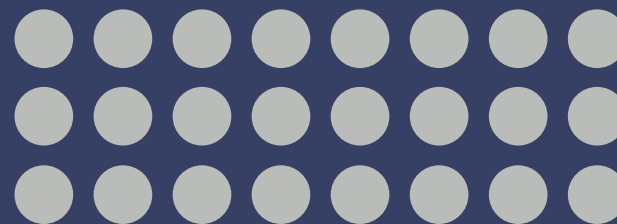
wellbeing benefits of  
cultural activities  
(2022/23)



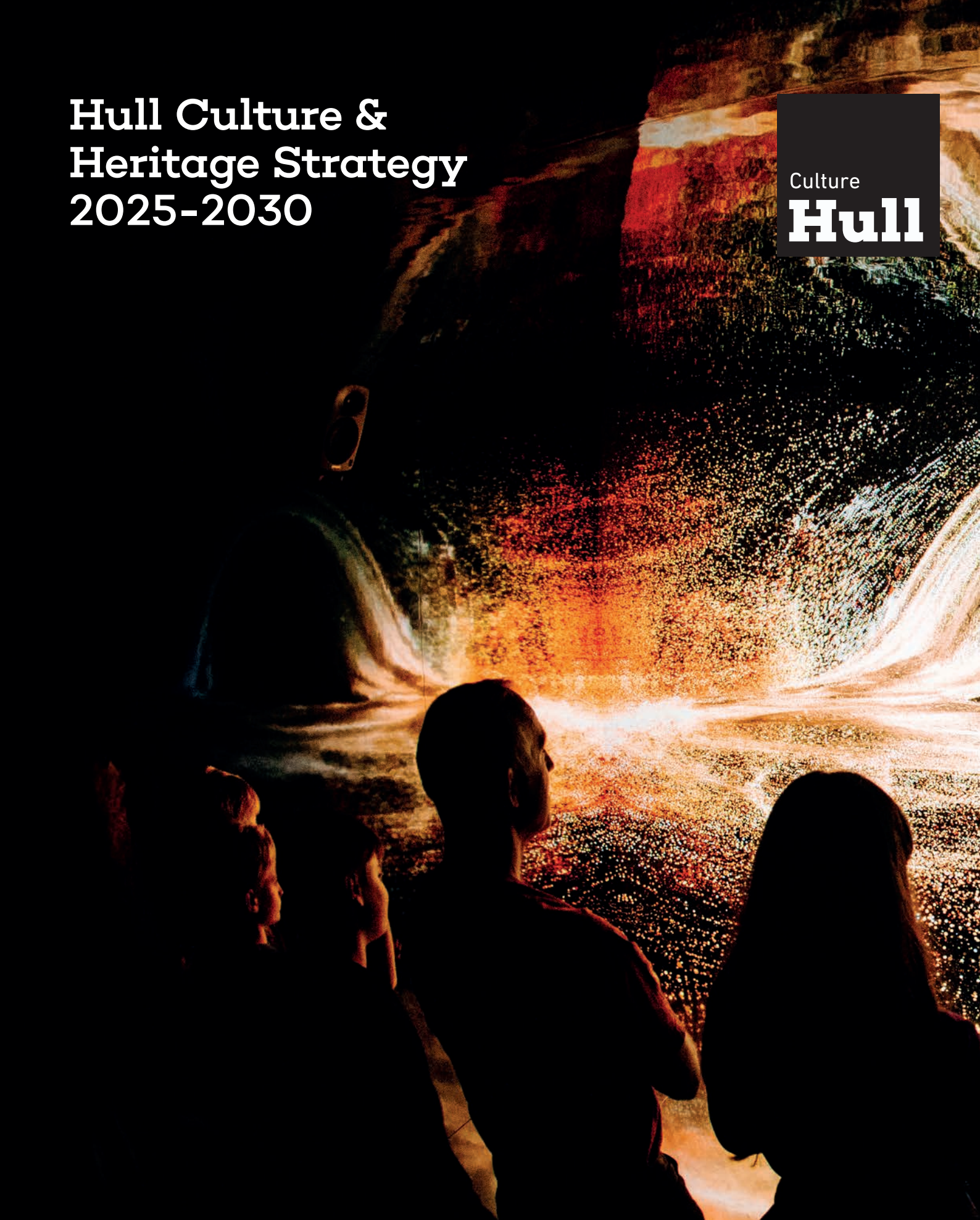
Northern Academy of Performing Arts

We hope that this Culture & Heritage Strategy will act as a catalyst and driver to lead the transformation of Hull, and the role culture and heritage plays. It will only be possible through the collaboration of

everyone in the city, whether individuals or as a community, as small or large culture and heritage organisations, to city stakeholders and partners. We are all in this together and we all play our part.



# Hull Culture & Heritage Strategy 2025-2030



ull  
City Council