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## Culture, Place and City Centre

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# Hull's Strategic 10-year Culture & Heritage Journey



Kath Wynne-Hague – June 2025

Culture  
**Hull**

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# Introduction

This report provides a comparative analysis of Hull’s evolving cultural strategies, focusing on the periods 2016–2026 and 2025–2030. It examines how the city’s cultural vision has shifted from a legacy-driven, infrastructure-focused model—rooted in the success of Hull’s 2017 UK City of Culture designation—towards a more inclusive, community-led, and globally connected approach. By analysing strategic priorities, governance structures, audience engagement, and cultural identity, the report highlights both the continuity and transformation in Hull’s cultural development.

Drawing on key policy documents, stakeholder insights, and the [Kada Creative Industries Report 2023](#), this analysis explores how Hull’s cultural strategies contribute to broader city-wide ambitions, including the Hull Community Plan 2024–2034. It also considers the role of supporting initiatives such as the Hull Music Plan, the Public Art Policy, and the emerging Children and Young People’s Culture and Heritage Strategy.

The aim is to inform policymakers, cultural practitioners, and community stakeholders about the progress made, the challenges ahead, and the opportunities for embedding culture as a catalyst for inclusive growth, civic pride, and international recognition.

## Comparative Summary : Hull Cultural Strategy (2016–2026 vs. 2025–2030)

The below comparative tables highlight the top 5 differences and the top 5 synergies between the two strategic documents, to show the journey of the city over the last 10 years and next steps and shift in the direction of travel and focus over the next 5 years.

### Top 5 Key Differences:

#	Area	2016–2026 Strategy	2025–2030 Strategy
1	Strategic Focus	Emphasises legacy of UK City of Culture 2017 and city centre regeneration	Focuses on community-led culture and inclusive leadership
2	Governance Model	Advocates for a Cultural Partnership and increased independence from the Council	Establishes a new strategic partnership board with active listening leadership
3	Audience Development	Prioritises growing core and non-core audiences through segmentation and CRM	Emphasises empowerment, belonging, and co-creation with communities
4	Cultural Identity	Frames Hull as a maritime city with Scandinavian/Northern European influence	Positions Hull as a globally focused, community-driven cultural hub
5	Delivery Mechanism	Structured around city-led investment and infrastructure development	Co-designed strategy with flexible, adaptive delivery and shared ownership

### Top 5 Synergies:

#	Area	Shared Vision
1	Culture as a Driver	Both strategies position culture as central to Hull's regeneration and identity
2	Partnerships	Emphasise collaboration with local, national, and international partners
3	Economic Impact	Recognise culture's role in economic growth, tourism, and job creation
4	Inclusion & Access	Commit to making culture accessible and inclusive for all communities
5	Education & Skills	Highlight the importance of cultural education and creative skills development

### Narrative Comparison

#### Strategic Evolution

The 2016–2026 strategy was born from the momentum of Hull's designation as UK City of Culture 2017. It focused on leveraging that status to transform Hull into a world-class visitor destination, with strong emphasis on infrastructure, audience segmentation, and cultural branding.

In contrast, the 2025–2030 strategy reflects a matured cultural ecosystem. It shifts from top-down delivery to a community-led, co-created model, emphasizing inclusive leadership, collaborative governance, and adaptive planning. It integrates culture into broader city ambitions such as health, climate action, and economic equity.

The strategic evolution from the 2016–2026 plan to the 2025–2030 plan reflects a shift in focus towards sustainability, inclusivity, and long-term impact. Key changes include:

- Increased emphasis on environmental sustainability
- Greater focus on digital and technological integration
- Enhanced support for local artists and cultural organizations
- Expansion of international partnerships
- Strengthened community engagement initiatives

## **Governance and Delivery**

The earlier strategy proposed a Hull Cultural Partnership to oversee delivery, with a focus on strategic independence and capacity building. The newer strategy builds on this by formalising a strategic partnership board and embedding active listening leadership, ensuring community voices shape cultural direction.

Governance structures have been adapted to ensure more effective oversight and accountability. Key changes include:

- Establishment of a dedicated cultural governance board
- Regular stakeholder consultations and feedback mechanisms
- Transparent reporting and evaluation processes
- Enhanced collaboration with local government and private sector
- Implementation of best practices in cultural governance

## **Audience and Community Engagement**

While the 2016–2026 plan used audience segmentation and CRM tools to grow participation, the 2025–2030 strategy reframes engagement through belonging, empowerment, and identity. It defines community-led culture as both participatory and beneficial, even when not directly co-created.

Audience engagement strategies have been refined to reach a broader and more diverse audience. Key changes include:

- Targeted outreach programs for underrepresented communities
- Use of collaborative platforms to engage younger audiences
- Collaborations with schools and educational institutions
- Interactive and participatory cultural events
- Regular audience feedback and engagement surveys

## **Cultural Identity and Positioning**

Both strategies celebrate Hull's maritime heritage, but the newer strategy expands this to a globally connected, community-rooted identity, with initiatives like ColliderFest blending science and culture, and a stronger emphasis on wellbeing, sustainability, and civic pride.

Efforts to strengthen Hull's cultural identity have been a central focus. Key initiatives include:

- Promotion of Hull's unique cultural heritage
- Support for local artists and cultural practitioners
- Celebration of Hull's diverse communities
- Integration of cultural identity into urban planning
- Development of cultural tourism initiatives

## Economic and Social Impact

Both strategies recognize culture's economic value, citing GVA growth and wellbeing benefits. The 2025–2030 strategy, however, integrates culture more deeply into cross-sectoral agendas—from health to climate—positioning it as a strategic lever for city-wide transformation.

Drawing on the Hull Culture Strategies (2016–2026 and 2025–2030) and the Kada Creative Industries Report 2023, the cultural economy in Hull demonstrates a dynamic blend of heritage, innovation, and community-led growth. The 2016–2026 strategy laid the foundation by leveraging Hull's 2017 UK City of Culture status to position the city as a world-class cultural destination. It focused on three pillars: developing the city (through infrastructure and investment), developing audiences (by increasing participation and access), and developing the sector (supporting artists and cultural organisations). The 2025–2030 strategy builds on this legacy, emphasizing inclusivity, adaptability, and community ownership. It aims to embed culture and heritage as agents of positive change, with a delivery plan that is responsive to local voices and evolving needs.

The Kada report highlights Hull's creative economy as a vital, though underrepresented, sector employing nearly 7,000 people and contributing £460 million in total economic value. Key strengths include a vibrant grassroots music scene, a growing film and TV micro-cluster, and a diverse range of cultural assets—from historic theatres and museums to community centres and unconventional venues. The software sub-sector has seen significant growth (161.7% since 2015), and the city's affordability and unique identity make it attractive for creative entrepreneurs. However, challenges persist, including limited formal pathways into creative careers, underutilised assets, and fragmented collaboration across the sector.

The city's cultural ecology is a key driver in delivering the Arts Council England Let's Create Strategy, and the sector itself is rich and diverse in its offer. The Arts Council England national portfolio organisations include Hull Truck, Absolutely Cultured, Back to Ours, Freedom Festival, Middle Child, The Warren, the Hull Culture and Leisure Museums and Galleries – as the lead for the Humber Museums Partnership, and the Libraries' Big Malarkey children's literature festival. There is also the Hull Music Service delivering the Humber Music Hub across the four local authorities in the Humber region. The 2023 – 2026 NPO round, levers just over £3m in Arts Council England investment. In addition to this, there are a vast array of small to medium arts organisations from Connexin



Live, The Humber Street Sesh Festival and Artlink to name but a few of them. These organisations deliver against the Culture and Heritage Strategy, they deliver across the city and for and with communities of Hull and are driving the ambition and aspiration of the city through awards, national recognition and international partnership.

Together, these strategies and findings underscore Hull's cultural economy as resilient and full of potential. The city's future growth hinges on strengthening skills pathways (especially below degree level), promoting collaboration across creative clusters, and better leveraging its rich asset base. With plans to bid for UNESCO City of Music status and a renewed focus on community-led initiatives, Hull is poised to further establish itself as a national and international cultural hub.





## The impact of Hull 2017 City of Culture on the strategic culture & heritage development of Hull

### Key Learnings from Hull's 2017 City of Culture

The 2017 Hull City of Culture evaluation by the University of Hull highlighted several key strengths, lessons learned, and legacy approaches. These findings are summarized below:

#### Top 5 Strengths

1. Community Engagement
2. Economic Impact
3. Cultural Participation
4. Media Coverage
5. Volunteer Involvement

#### Top 5 Lessons Learned

1. Importance of Early Planning
2. Need for Diverse Funding Sources
3. Effective Stakeholder Communication
4. Flexibility in Program Delivery
5. Measuring Long-term Impact

#### Top 5 Legacy Approaches

1. Sustained Cultural Investment
2. Ongoing Community Programmes
3. Infrastructure Development
4. Continued Media Engagement
5. Long-term Volunteer Programmes

## Hull 2017 City of Culture Legacy Integration

The UK City of Culture programme, launched in 2013, is a prestigious initiative designed to celebrate and elevate the cultural vibrancy of cities across the United Kingdom. Awarded every four years, Hull won the title and delivered the Hull 2017 City of Culture programme. The year-long programme of cultural events, performances, and community engagement, aimed to boost tourism, stimulate economic growth, and foster civic pride.

However, the true measure of success was not only in the events of the designated year but in the long-term legacy it leaves behind. Effective legacy delivery ensures that the social, economic, and cultural benefits are sustained well beyond the spotlight year—embedding cultural participation, enhancing infrastructure, and empowering local communities for lasting transformation.

Strategic legacy integration has been a priority in Hull to ensure the long-term impact of cultural initiatives and delivery. Key approaches include:

- Sustained investment in cultural infrastructure
- Ongoing support for community-led cultural projects
- Long-term partnerships with cultural organizations
- Regular evaluation and adaptation of legacy programs
- Promotion of Hull as a cultural destination

## Hull Culture & Heritage Strategy 2025–2030: Delivering the Legacy of Hull 2017

Legacy Theme	How the Strategy Delivers It
Community Co-Creation and Participation	The 2025–2030 strategy was co-created with communities, echoing the inclusive ethos of 2017. It emphasises active listening and shared leadership, ensuring that cultural development remains rooted in local voices.
Sustainable Cultural Infrastructure	Building on the infrastructure and networks established in 2017, the new strategy supports long-term investment in cultural venues, festivals, and creative industries, ensuring continuity and growth.
Strategic Partnerships	The 2017 evaluation stressed the importance of cross-sector collaboration. The new strategy formalises this through a strategic partnership board, ensuring that cultural planning is integrated with economic and social development.
Civic Identity and Placemaking	Hull 2017 redefined the city’s image nationally and internationally. The 2025–2030 strategy continues this momentum by embedding culture in urban regeneration and place-based storytelling, reinforcing Hull’s identity as a vibrant cultural city.
Wellbeing and Social Impact	The legacy of improved wellbeing and social cohesion from 2017 is carried forward through inclusive programming and accessible cultural experiences, aiming to reach all demographics and communities.
Evaluation and Learning	The strategy commits to ongoing evaluation, learning from the University of Hull’s evidence-based approach to ensure that cultural initiatives remain impactful and responsive.

## **Hull Culture and Heritage Strategy 2025 – 2030 supporting policies and plans**

Hull's Culture and Heritage Strategy 2025–2030 lays out a bold and inclusive roadmap to position the city as a global leader in community-led culture and heritage. Developed through extensive consultation with over 1,200 residents, cultural organisations, and stakeholders, the strategy is designed as a living document—flexible, responsive, and rooted in the voices of Hull's communities.

Among its key initiatives is the Hull Music Plan, a five-year vision to embed music into the city's identity, infrastructure, and economy. This plan supports Hull's bid to become a UNESCO Creative City of Music and aims to nurture local talent, expand access to music education, and create new platforms for performance and collaboration.

Another major strand of the strategy is the Hull Public Art Policy, which seeks to animate the city with accessible, high-quality public art that reflects Hull's diverse communities and histories. This policy will guide the commissioning of new works, the integration of art into public spaces, and the preservation of existing cultural assets. Meanwhile, the Children and Young People's Culture and Heritage Strategy—still in development—will focus on empowering the next generation through creative learning, inclusive programming, and opportunities to shape the city's cultural future. Finally, the developing Events Plan will coordinate a dynamic calendar of festivals and cultural activities, ensuring they are inclusive, sustainable, and aligned with Hull's broader cultural ambitions. Together, these initiatives form a cohesive framework for long-term cultural growth, civic pride, and international recognition.

## **Hull Music Plan 2025–2030: Delivering the Future and Honouring the Legacy**

Hull's Music Plan 2025–2030 represents a bold and inclusive vision for embedding music at the heart of the city's cultural identity and future development. Building on Hull's rich musical heritage—dating back to the 14th century—and its legacy as the 2017 UK City of Culture, the plan aims to position Hull as a global leader in community-led music and cultural innovation. Music is not only a vital part of Hull's past, but a powerful tool for social inclusion, education, and economic growth. The plan champions local talent, strengthens music infrastructure, and fosters collaboration across communities and institutions. By aligning with the city's broader Culture & Heritage Strategy and its bid to become a UNESCO Creative City of Music, Hull is ensuring that music continues to shape its identity, empower its people, and inspire future generations.

### **Embedding the Hull 2017 Legacy**

- **Community-Led Culture:** Echoing the participatory ethos of Hull 2017, the plan was shaped through wide engagement, including over 100 stakeholders from Hull's music sector.
- **Celebrating Identity:** It continues to amplify Hull's distinct cultural voice, rooted in local stories and lived experiences, while embracing global perspectives.

### **Strategic Themes for Growth**

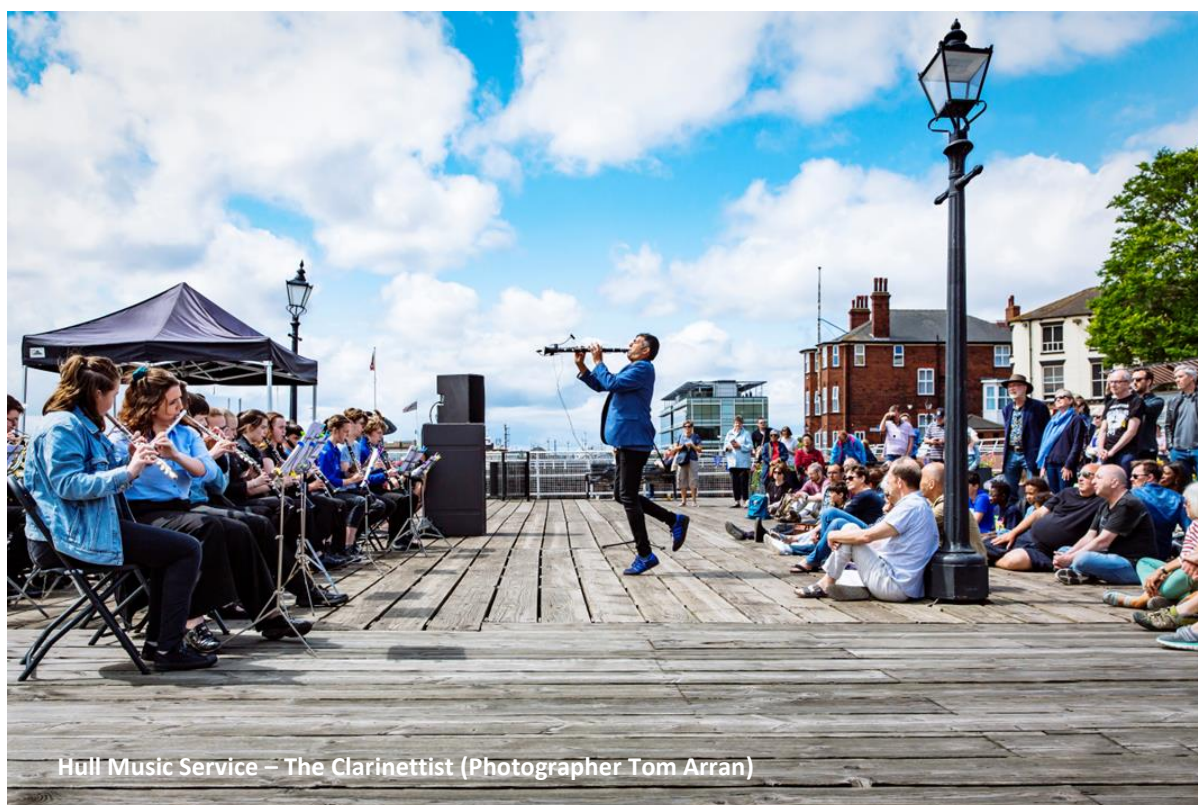
- **Inclusion:** Ensures fair access to music-making and decision-making, empowering underrepresented communities and nurturing local talent.
- **Storytelling & Profile:** Aims to elevate Hull's national and international music profile, including a bid to become a UNESCO Creative City of Music.
- **Infrastructure & Talent:** Invests in venues, education, and skills development to sustain a vibrant, resilient music ecosystem.
- **Collaboration:** Strengthens networks across local, regional, and global partners to co-create and share high-quality music experiences.

## Future-Focused Vision

- Global Leadership: Positions Hull as a progressive, community-led cultural city, recognised for innovation and excellence in music.
- Sustainability & Flexibility: Designed as a living document, the plan adapts to evolving artistic and community needs, ensuring long-term impact.

## Core Values

- Be Bold – Championing ambition and innovation.
- Be Inspired – Fostering creativity and learning.
- Be Hull – Celebrating local pride and authenticity.





## The Culture & Heritage Strategy contribution and delivery of the Hull Community Plan 2024–2034

While the Hull Culture & Heritage Strategy 2025–2030 most directly addresses Ambition Six of the Hull Community Plan— by celebrating local identity, investing in cultural infrastructure, and preserving heritage — it also plays a vital cross-cutting role in advancing the entire vision of the plan. Its community-led approach fosters safe and welcoming neighbourhoods through inclusive placemaking and civic pride. By embedding culture into health and wellbeing agendas, it supports a healthier and fairer Hull. The strategy’s emphasis on creative education, skills development, and talent pathways helps residents reach their potential, particularly in underserved communities.

Economically, it drives inclusive growth by supporting creative industries, tourism, and job creation. Furthermore, its integration of sustainability and adaptive delivery models aligns with the city’s response to the climate and nature emergency. In essence, the strategy positions culture not as a standalone sector, but as a transformative force woven throughout Hull’s social, economic, and environmental ambitions.

Community Plan	Delivery via Hull 2017 Legacy & Cultural Strategies
Safe and Welcoming Neighbourhoods	<ul style="list-style-type: none"> <li>- 2017 legacy fostered civic pride and community cohesion through inclusive cultural events.</li> <li>- 2025–2030 strategy promotes community-led culture and co-creation, enhancing local identity and safety through placemaking and engagement.</li> </ul>
A Healthier and Fairer Hull	<ul style="list-style-type: none"> <li>- Cultural participation in 2017 improved wellbeing and social inclusion.</li> <li>- New strategy embeds culture in health agendas, offering accessible programming and targeting underrepresented groups to reduce inequalities.</li> </ul>
Reaching Our Potential	<ul style="list-style-type: none"> <li>- 2017 initiatives supported creative education and volunteering.</li> <li>- 2025–2030 strategy strengthens skills pathways, especially below degree level, and invests in talent development across music, arts, and digital sectors.</li> </ul>
Economic Growth That Works for All	<ul style="list-style-type: none"> <li>- 2017 City of Culture boosted tourism and creative sector visibility.</li> <li>- Current strategy integrates culture into economic planning, supports creative industries, and promotes Hull as a national and international cultural hub.</li> </ul>

Responding to the Climate and Nature Emergency	<ul style="list-style-type: none"> <li>- New strategy includes environmental sustainability in cultural planning.</li> <li>- Emphasises adaptive delivery models and integration of green practices in events and infrastructure.</li> </ul>
Our Culture, Our Heritage, Our City	<ul style="list-style-type: none"> <li>- 2017 legacy redefined Hull's image and celebrated its maritime heritage.</li> <li>- 2025–2030 strategy continues this momentum with global cultural positioning, storytelling, and investment in cultural infrastructure and heritage preservation.</li> </ul>



## Synergies between Hull’s Culture & Heritage Strategy 2025–2030, Hull Community Plan 2024–2034, Arts Council England’s Let’s Create Strategy, and National Lottery Heritage Fund’s Heritage 2033 Strategy

The following provides a detailed comparison of the key themes and goals of the following strategic plans:

- Hull’s Culture & Heritage Strategy 2025–2030
- Hull’s Community Plan 2024–2034
- Arts Council England’s Let’s Create Strategy (2020–2030)
- National Lottery Heritage Fund’s Heritage 2033 Strategy

The table below highlights the synergies between these strategies.

**Synergies Table**

Theme	Hull Culture & Heritage Strategy	Hull Community Plan	Arts Council England – Let’s Create	National Lottery Heritage Fund – Heritage 2033
Community Empowerment	Emphasizes co-creation, citizen panels, and inclusive leadership	“Together We Can” – community-led change and participation	Everyone’s creativity is valued and supported	Inclusion, access, and participation are core investment principles
Cultural Access & Inclusion	Culture belongs to all; aims to remove barriers to participation	“Our Culture, Our Heritage, Our City” ambition	Universal access to high-quality cultural experiences	Focus on removing barriers and increasing diversity in heritage engagement
Place-Based Development	Strengthens Hull’s identity and global cultural presence	Builds pride in place and community identity	Supports local cultural ecosystems and place-making	Invests in places, not just projects; supports local distinctiveness
Partnership & Collaboration	Strategic partnership board and cross-sector collaboration	Multi-agency commitments to shared goals	Encourages collaboration across sectors and communities	Strengthens partnerships with local authorities and communities

Sustainability & Resilience	Long-term cultural infrastructure and leadership	Responds to climate and nature emergency	Encourages sustainable practices in cultural delivery	Environmental sustainability and organisational resilience are key
Creative Economy & Skills	Supports Hull's creative industries and talent development	"Reaching Our Potential" – skills and opportunity focus	Invests in creative workforce and innovation	Supports heritage skills and economic contribution of heritage

## Detailed Explanation of Key Themes and Goals

### Hull Culture & Heritage Strategy 2025–2030

The Hull Culture & Heritage Strategy 2025–2030 aims to strengthen Hull's cultural identity and global presence. Key themes include:

- **Community Empowerment:** Emphasises co-creation, citizen panels, and inclusive leadership.
- **Cultural Access & Inclusion:** Culture belongs to all; aims to remove barriers to participation.
- **Place-Based Development:** Strengthens Hull's identity and global cultural presence.
- **Partnership & Collaboration:** Strategic partnership board and cross-sector collaboration.
- **Sustainability & Resilience:** Long-term cultural infrastructure and leadership.
- **Creative Economy & Skills:** Supports Hull's creative industries and talent development.

### Hull Community Plan 2024–2034

Hull Community Plan 2024–2034 focuses on building a strong, inclusive community. Key themes include:

- **Community Empowerment:** "Together We Can" – community-led change and participation.
- **Cultural Access & Inclusion:** "Our Culture, Our Heritage, Our City" ambition.
- **Place-Based Development:** Builds pride in place and community identity.
- **Partnership & Collaboration:** Multi-agency commitments to shared goals.
- **Sustainability & Resilience:** Responds to climate and nature emergency.
- **Creative Economy & Skills:** "Reaching Our Potential" – skills and opportunity focus.

## Arts Council England – Let’s Create Strategy (2020–2030)

The Arts Council England’s Let’s Create Strategy aims to ensure that everyone’s creativity is valued and supported. Key themes include:

- Community Empowerment: Everyone’s creativity is valued and supported.
- Cultural Access & Inclusion: Universal access to high-quality cultural experiences.
- Place-Based Development: Supports local cultural ecosystems and place-making.
- Partnership & Collaboration: Encourages collaboration across sectors and communities.
- Sustainability & Resilience: Encourages sustainable practices in cultural delivery.
- Creative Economy & Skills: Invests in creative workforce and innovation.

## National Lottery Heritage Fund – Heritage 2033 Strategy

The National Lottery Heritage Fund’s Heritage 2033 Strategy focuses on inclusion, access, and participation. Key themes include:

- Community Empowerment: Inclusion, access, and participation are core investment principles.
- Cultural Access & Inclusion: Focus on removing barriers and increasing diversity in heritage engagement.
- Place-Based Development: Invests in places, not just projects; supports local distinctiveness.
- Partnership & Collaboration: Strengthens partnerships with local authorities and communities.
- Sustainability & Resilience: Environmental sustainability and organisational resilience are key.
- Creative Economy & Skills: Supports heritage skills and economic contribution of heritage.

This demonstrates that Hull is effectively delivering on the national strategies set forth by Arts Council England and the National Lottery Heritage Fund. Through its Culture & Heritage Strategy 2025–2030 and Community Plan 2024–2034, Hull is aligning its local initiatives with the broader goals of these national bodies.

The emphasis on community empowerment, cultural access and inclusion, place-based development, partnership and collaboration, sustainability and resilience, and the creative economy and skills are all reflective of the priorities outlined in the Let's Create Strategy and Heritage 2033 Strategy.



Hull's commitment to co-creation, removing barriers to participation, fostering local identity, encouraging cross-sector collaboration, promoting sustainable practices, and supporting the creative industries demonstrates a comprehensive approach to cultural and heritage development.

By integrating these themes into its strategic plans, Hull is not only enhancing its local cultural landscape but also contributing to the national vision of a vibrant, inclusive, and sustainable cultural and heritage sector.



# HULL COMMUNITY PLAN 2024-2034

 **Hull**  
City Council  
working in partnership



Strategic Investment Culture & Heritage Project: Hull Maritime

The Hull Maritime Programme has significantly contributed to delivering on the city's Culture Strategy (2025–2030), the Hull Community Plan (2024–2034), and the legacy of Hull’s 2017 UK City of Culture designation. The project delivers across six sites, three streets and two ships, and is jointly funded by Hull City Council and The National Lottery Heritage Fund. It's a heritage-driven, transformational project drawing on Hull’s unique spirit and sense of place. It aims to promote and protect Hull’s incredible maritime history, architecture and collections.

Here's a breakdown of how it aligns with and advances each of these strategic frameworks:

1. Contribution to the Culture Strategy (2025–2030)

The Hull Maritime Programme supports the strategy’s key themes:

- **Community Co-Creation and Participation:** The programme reflects the strategy’s emphasis on community-led culture by involving local voices in the development and interpretation of maritime heritage.
- **Sustainable Cultural Infrastructure:** It builds on the infrastructure established during 2017, ensuring long-term investment in museums, heritage sites, and public spaces.
- **Civic Identity and Placemaking:** By celebrating Hull’s maritime history, the programme reinforces the city’s cultural identity and contributes to place-based storytelling.
- **Wellbeing and Social Impact:** Through inclusive programming and accessible heritage experiences, it promotes social cohesion and community wellbeing.
- **Strategic Partnerships:** The programme exemplifies cross-sector collaboration, aligning with the strategy’s governance model of shared leadership and active listening.

2. Delivery of the Hull Community Plan (2024–2034)

The Maritime Programme supports multiple ambitions of the Community Plan:

Community Plan Ambition	Maritime Programme Contribution
Safe and Welcoming Neighbourhoods	Enhances civic pride and local identity through heritage-led placemaking.

A Healthier and Fairer Hull	Offers inclusive cultural experiences that improve wellbeing and reduce barriers to participation.
Reaching Our Potential	Provides educational opportunities and skills development in heritage and tourism sectors.
Economic Growth That Works for All	Drives tourism, supports creative industries, and creates jobs in heritage and hospitality.
Responding to the Climate and Nature Emergency	Integrates sustainability into heritage site development and programming.
Our Culture, Our Heritage, Our City	Celebrates Hull's maritime legacy and invests in preserving and promoting cultural heritage.

### 3. Advancing the Legacy of Hull 2017 UK City of Culture

The Maritime Programme is a direct continuation of the legacy goals:

- **Infrastructure Development:** Builds on the cultural infrastructure established in 2017.
- **Community Engagement:** Maintains the participatory ethos by involving residents in heritage interpretation.
- **Cultural Participation:** Expands access to cultural experiences through maritime-themed events and exhibitions.
- **Civic Identity:** Reinforces Hull's image as a maritime city with global cultural relevance.
- **Long-term Impact:** Aligns with the strategy's commitment to sustained cultural investment and adaptive delivery.

#### Summary

The Hull Maritime Programme is a cornerstone initiative that bridges past achievements with future ambitions. It:

- **Delivers on the inclusive, community-led vision** of the Culture Strategy.
- **Supports all six ambitions** of the Hull Community Plan.
- **Extends the legacy** of Hull's 2017 City of Culture designation through infrastructure, engagement, and identity.

## Conclusion

The comparative analysis of Hull's cultural strategies from 2016–2026 and 2025–2030 reveals a significant and deliberate evolution in the city's cultural vision. While the earlier strategy capitalised on the momentum of Hull's 2017 UK City of Culture designation—focusing on infrastructure, branding, and audience growth—the newer strategy reflects a matured, community-rooted approach. It prioritises inclusivity, co-creation, and adaptability, embedding culture as a cross-cutting force for social, economic, and environmental transformation.

The 2025–2030 strategy not only builds on the legacy of 2017 but also redefines it, ensuring that culture remains a living, participatory process rather than a static achievement. Supporting policies such as the Hull Music Plan, the Public Art Policy, and the forthcoming Children and Young People's Culture and Heritage Strategy demonstrate a commitment to long-term impact, creative empowerment, and civic pride. Moreover, the alignment with the Hull Community Plan 2024–2034 underscores culture's role in shaping a healthier, fairer, and more sustainable city.

The Hull Maritime Project is a regeneration project that delivers on the strategic ambitions of the city, that will help to drive the city forward when opened, transforming the places and spaces of the city, creating new experiences and developing more opportunities to connect with Hull's heritage, past, present and future.

The strategies also demonstrate a strong alignment with the national goals set forth by Arts Council England and the National Lottery Heritage Fund. Through its comprehensive approach to community empowerment, cultural access and inclusion, place-based development, partnership and collaboration, sustainability and resilience, and creative economy and skills, Hull is not only meeting but exceeding expectations in delivering on these national strategies.

The synergies between Hull's local strategies and national goals highlight the city's potential to become a model for cultural development and innovation. By fostering collaboration across sectors and communities, investing in sustainable practices, and supporting the creative workforce, Hull is paving the way for a vibrant and resilient cultural ecosystem.

The city's proactive and strategic approach to cultural development not only aligns with but also enhances the national objectives of Arts Council England and the National Lottery Heritage Fund.

Hull continues to position itself as a global leader in community-led culture, the success of its cultural strategies will depend on sustained investment, inclusive governance, and the ability to adapt to emerging challenges and opportunities. The city's journey offers valuable lessons for other urban centres seeking to harness the transformative power of culture—not just as a sector, but as a catalyst for holistic urban and community renewal.

**Kath Wynne-Hague, Head of Culture, Place and City Centre**

**Support: Tracy Balaam-Reed, Delivery Partnership Manager**