



CULTURAL TRANSFORMATIONS: THE IMPACT OF HULL UK CITY OF CULTURE 2017

March 2018

SUMMARY OF PRELIMINARY OUTCOMES EVALUATION

*Culture, Place & Policy Institute
University of Hull*

Hull 2017 in Numbers

**365
DAYS**
of transformative culture



**4 CULTURAL
SEASONS**



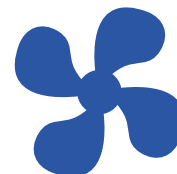
More than

2,800

events, cultural activities,
installations and exhibitions



300+
**VENUES
& SPACES**

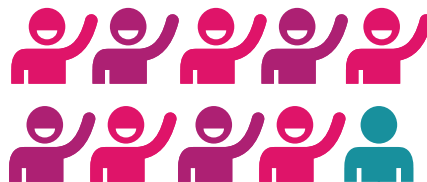


465

new commissions



5.3 MILLION
audience visits



**MORE THAN
9 IN 10**

residents engaged in at
least one cultural activity

Foreword

The University of Hull has been at the heart of Hull's UK City of Culture initiative from the bid stage onwards, playing a pivotal role alongside the many partners who have made Hull's year as UK City of Culture 2017 possible.

Over 365 days, a programme with more than 2,800 events, exhibitions, installations, and cultural activities was delivered across Hull and the East Riding. Cumulatively, this programme was experienced 5.3 million times by audiences, with more than 9 in 10 residents taking part in at least one cultural activity in 2017.

The Culture, Place, and Policy Institute (CPPI) was established by the University of Hull to stimulate and co-ordinate research on cultural activities, cultural policy and culture-led urban and regional development in the UK and globally.

The University of Hull was named the exclusive academic research partner of Hull 2017, and it has tasked CPPI with understanding and evaluating the impacts of UK City of Culture on the city of Hull and with developing research that can help to inform future public policy at local, national, and international levels.

Launched at the *Cultural Transformations* conference held at the University of Hull on 15th and 16th March 2018, these preliminary findings have been produced only a short time after the end of 2017 so that they can inform and shape the further work that will be done in the city to build a strong and sustainable legacy from the UK City of Culture project.

We hope you find this work of CPPI a thought-provoking and useful reflection on an unforgettable year of culture.



Professor Glenn Burgess

Deputy Vice Chancellor and University Lead
for Hull UK City of Culture 2017

About the Project

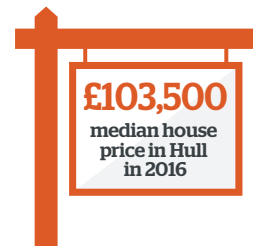
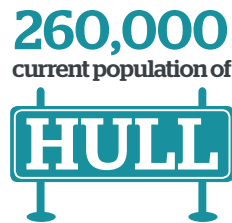
Hull was shortlisted for the UK City of Culture title with *Dundee, Leicester* and *Swansea Bay*, and then announced as the winner in November 2013.

From a baseline of low level cultural engagement, the project's initial ambitions, set out in the bid, were to deliver the following four step changes:

- ▶ raising aspirations and skills through increased participation and learning;
- ▶ growing the size and strength of the cultural and visitor economy;
- ▶ placing cultural regeneration at the heart of the city's future;
- ▶ transforming attitudes and perceptions of Hull locally, nationally and internationally.

This preliminary outcomes report forms an important output in the overall process of monitoring, research and evaluation to measure the impacts of UK City of Culture. Produced just weeks after the end of the UK City of Culture year, it should be considered an early stage assessment of the outcomes.

Hull in Context



Impact Areas

This report sets out the preliminary outcomes evaluation of the Hull UK City of Culture 2017 project.

Through analysis of quantitative and qualitative data, it provides an initial understanding of the outcomes achieved across the following five impact areas:



This preliminary outcomes report forms an important output in the overall process of monitoring, research and evaluation to measure the impacts of UK City of Culture. Produced just weeks after the end of the UK City of Culture year, it should be considered an early stage assessment of the outcomes, with further evidence to be published in a final report in 2019.

Impact Area

ARTS & CULTURE

The project had the following three main aims in this impact area:

- Aim 1:** ► ***To produce a high quality programme of arts, culture and heritage***, helping to position the UK City of Culture as the quadrennial UK cultural festival
- Aim 2:** ► ***To develop (new and existing) audiences*** for Hull and East Yorkshire's cultural offer locally, regionally, nationally and internationally
- Aim 3:** ► ***To develop the capacity and capabilities of the cultural sector***

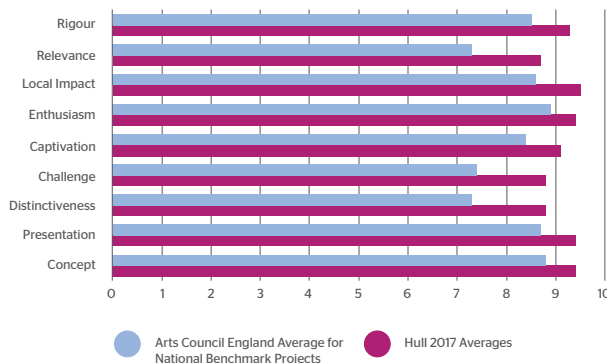
Cultural Programme

The mission for Hull 2017 was to deliver “*365 days of transformative culture*” taking audiences on a journey of four seasons, including:

- ▶ **MADE IN HULL** - focused on the contributions that the city has made to the world through arts, industry, people and ideas;
- ▶ **ROOTS AND ROUTES** - focused on Hull as a gateway to Europe, as a place of movement to and through, and on the celebration of migration, flux and internationalism;
- ▶ **FREEDOM** - exploring concepts of freedom in the birthplace of slave trade abolitionist William Wilberforce;
- ▶ **TELL THE WORLD** - looking forward and attempting to redefine the city for a digital future, building a legacy from the UK City of Culture year.

The £32.8m project brought together a curated cultural programme, including events and activities directly commissioned by Hull 2017 Ltd, as well as those produced by existing arts and cultural organisations in Hull, and through a grant funding initiative, the Creative Communities Programme.

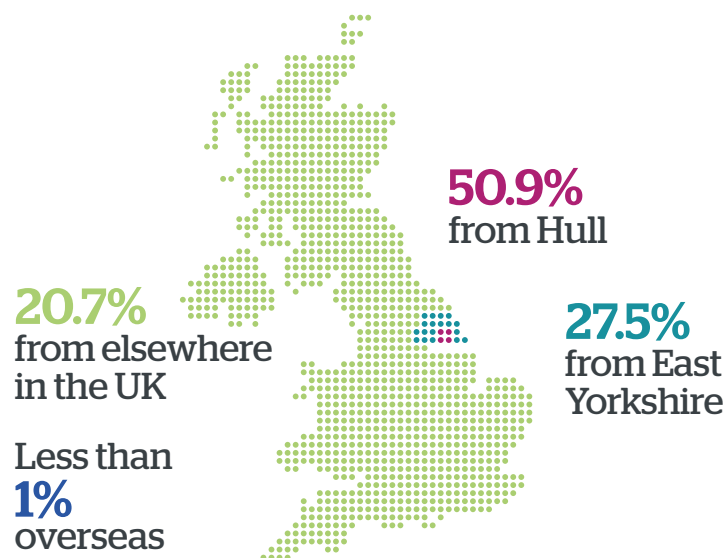
Arts Council England Quality Metrics



Audiences' feedback on the year rated the quality of the cultural programme as very high, with average ratings of between 8.5 and 9.5 (out of 10) across all of Arts Council England's quality metric statements. This is higher than the average ratings recorded by Arts Council England for 400 benchmark activities taking place across the UK.

Understanding Audiences

Origin of Audiences



Cultural activities attracted audiences from a broad socio-economic spectrum. The age profile of audiences shows high representation of people aged 55-64, and an under-representation of audiences aged 16-34 years old. Nearly all residents attended at least one cultural activity in 2017.

60%
of the ticket buying
audience were new
bookers in 2017



5.3 MILLION TOTAL AUDIENCE



Nearly all Hull residents attended at least one cultural activity in 2017

The below shows a summary of audiences to cultural activity in 2017:

SITE	VISITORS IN 2016 (thousands)	VISITORS IN 2017 (thousands)	% CHANGE 2016 TO 2017
Ferens Art Gallery	127*	519	309%
Maritime Museum	70	346	393%
Streetlife Museum	121	177	46%
Hull & East Riding Museum	76	106	40%
Wilberforce House	41	88	113%
Humber Street Gallery	n/a	121	n/a
Brynmor Jones Library	6	55	785%

**Baseline for the Ferens Art Gallery is 2014, as figures in 2015/16 were lower due to closure for works.*

Events and installations with high audience figures

Outside of museum and gallery settings, some of the most well attended events, festivals and installations within the year’s programme were:

- ▶ Opening Event: Made in Hull
- ▶ Land of Green Ginger
- ▶ Look Up
- ▶ LGBT50 Festival
- ▶ BBC Radio 1’s Big Weekend
- ▶ Freedom Festival

Theatres and Venues

The major theatres, halls and performance venues across Hull & East Yorkshire also saw record audiences figures throughout 2017 with a 30.6% increase in total tickets sold in comparison to 2015.

This is despite a significant period in 2017 when Hull New Theatre was closed.

Based on a comparable period of October-December for 2015 and 2017 this grows to a significant 41% increase in total audiences to ticketed events.

The official re-opening of Hull New Theatre took place on 16 Sept 2017 with a performance by the Royal Ballet.

Photo: © Robbie Jack



Developing Hull's Cultural Sector

At the end of 2017, a survey of local cultural organisations was undertaken. Below are the findings that demonstrate the impact of the UK City of Culture project on the size and strength of the sector:

Of respondents to a survey of cultural organisations

2 in 5

stated that support as part of the year had enabled them to develop new industry connections and undertake organisational development

7 in 10

had been involved in a project that had been made possible through direct financial support from Hull 2017

3 in 5

had made use of marketing and digital support including hull2017.co.uk

1 in 10

had been supported to undertake a research and development project

9 in 10

stated it had enabled them to try something new which otherwise would not have been possible

87% of cultural organisations felt **optimistic** about the future development of the local sector at the end of 2017.

Impact Area

PLACE MAKING

The project had the following aim in this impact area:

Aim 4: ► To *improve perceptions of Hull* as a place to live, work, study and visit



20,200+
items of media
coverage



37.3BN+
Reach of
media activity



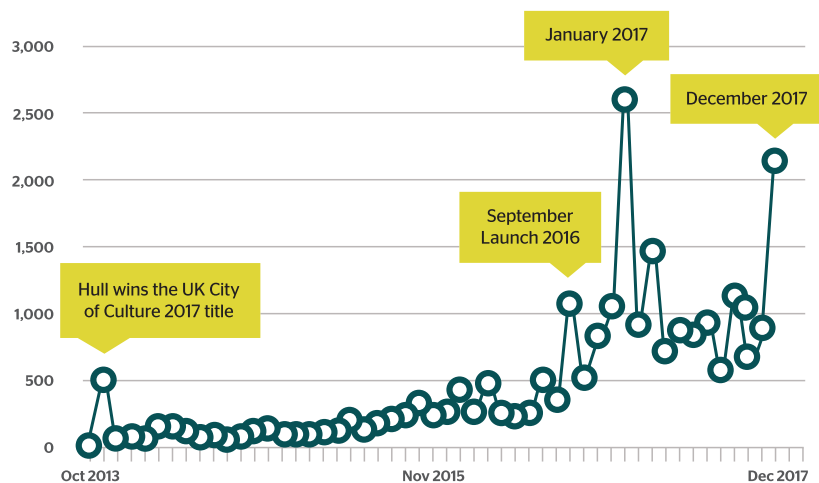
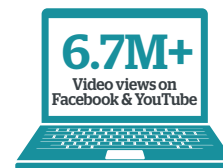
£450M+
Advertising Value
Equivalent



13.4M
Page views of
Hull 2017 website



157,000
Social media
followers



This graph illustrates the volume of online and broadcast coverage generated from Hull winning the bid in 2013 until 31 December 2017.

It is evident that the role of the media extended far beyond profile raising. The cultural programme itself benefited from reviews and listings, as well as from the opportunity to extend audiences through broadcasts. This all raised the profile of Hull and of the UK City of Culture initiative. Digital, brand and marketing activities all played an important role in the success of the year.

"I think it's great that Hull is now on the weather map. Some people didn't know where Hull was before we were City of Culture, but now we are on the map it's clear to see".

- Hull Resident

National awareness of Hull's status as UK City of Culture peaked at 66% (increasing to 74% in the North).



Photo: We Wish To Communicate With You © Sean Spencer

3 IN 4 RESIDENTS PROUD TO LIVE IN HULL

Internal Attitudes & Perceptions

3 in 4 residents are now proud to live in Hull, with nearly the same number willing to speak positively about the city. The trend for this indicator saw the most significant increase in pride take place after securing the UK

City of Culture title in 2013, with the increase in residents speaking highly about Hull only following once the 2017 year began.

	2016	2017
% residents agree they are proud to live in Hull	70%	75%
% residents would speak highly about the city	64%	71%

External Attitudes & Perceptions

A recent UK survey found that perceptions of Hull’s arts and cultural offer have improved significantly. The year saw a 9% increase in positive perceptions in comparison to 2016.

Visitors rated their satisfaction highly, including a score of 4.6 out of 5 for ‘welcome’.

This reflects the impact of the Big Welcome Training Programme, Hull 2017 volunteers and improvements to the public realm.

Overall perceptions of the city, for those who have not yet visited, will take longer to shift. The results suggests that only 51% of the UK perceived Hull as extremely, very, or somewhat appealing to visit.

VISITOR SATISFACTION	AVERAGE RATING OUT OF 5
Signposting	4.0
Value for Money	4.2
Transport	3.9
Food & Drink	4.1
Accommodation	4.0
Welcome	4.6

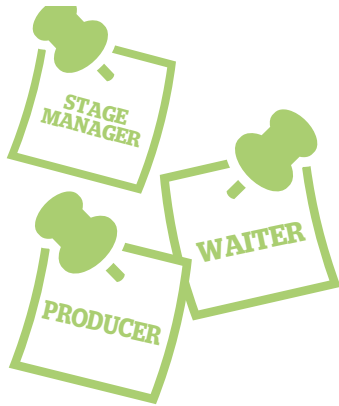
Impact Area

ECONOMY

The project had the following two main aims in this impact area:

Aim 5: ► ***To strengthen Hull and East Yorkshire's economy***, particularly the cultural and visitor economy sectors

Aim 6: ► ***To increase public and private investment and regeneration*** in Hull (both cultural and other investment)



NEARLY 800 NEW JOBS

In the Cultural & Visitor
Economy since 2013

PROJECTED IMPACT ON VISITOR ECONOMY IN 2017



£300M+
value of tourism
in 2017



number of total
visits to Hull
in 2017



1.3M
increase in annual
visitors to Hull
since 2013



total gross
value added to
local economy

HOTEL OCCUPANCY +10.5%



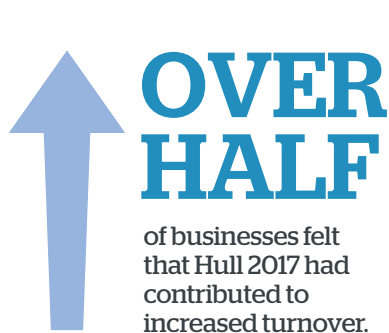
Gross Value Added of Hull 2017 Ltd to the Local Economy

The most direct economic impact of the year has been the immediate impact of the £32.8m programme delivered by Hull 2017 Ltd.

Drawing on data provided by Hull 2017 Ltd around employment, supply chain spend and grants given, Regeneris has undertaken an economic impact assessment of the direct, indirect and induced impacts of this investment.

Overall, the activities of Hull 2017 Ltd have supported 255 full time equivalent person years of employment and contributed a total of around £11m to the local economy.

Impact on Local Businesses





Cultural Revenue

Ticketing data collected from the primary box office systems show that over 640,000 tickets were issued across approximately 100,000+ unique bookers, generating a total revenue of £8.37m. This represents a 13.6% increase in earned revenue across the sector compared to the same period in 2015.

13.6%

increase in earned ticket revenue across the cultural sector*

(*compared to 2015)

Total spend on arts and cultural activity in the city was four times as high in 2017 than in 2013, before the city won the title.

Arts Council England figures show a 346% increase in the value of funding awarded through successful Grants for the Arts applications.

346%

INCREASE
IN FUNDING*

*to Arts Council England's Grants for the Arts

2017 also saw the announcement of a 21% increase of regular funding to Hull's major institutions through the National Portfolio, as well as the re-launch of the Creative People and Places programme in Hull, a £2.4m further investment into cultural activity in the city and communities over the next three years.

Hull City Plan

In 2013, Hull's City Plan set out a long-term economic strategy for the city focused on the twin ambitions of making Hull a world-class visitor destination and a UK hub for renewable energy industries.

Launched at a time of austerity, the Plan was a bold statement of intent, supported by public and private sector partners with a shared commitment to investing in Hull's future growth and sustainability.

Securing the title of UK City of Culture 2017 was identified as a key milestone on that journey, an opportunity to reassert Hull's role as a cultural powerhouse and a catalyst for transforming perceptions and accelerating investment in the city, particularly in the visitor economy.

This meant that UK City of Culture was, from the beginning, part of a wider programme of investment and place-making that would see more than £100 million in public sector investment in preparing for 2017 and investing to ensure it delivers a lasting legacy.

Delivery of the City Plan is ongoing and includes long-term plans to improve its cultural and visitor offer alongside initiatives to grow Hull's creative and digital industries.

78% of residents aware of
Hull City Council's role in the
UK City of Culture project





OVER £3.4BN

OF PUBLIC AND PRIVATE
SECTOR INVESTMENT
INTO HULL SINCE 2013

Impact Area

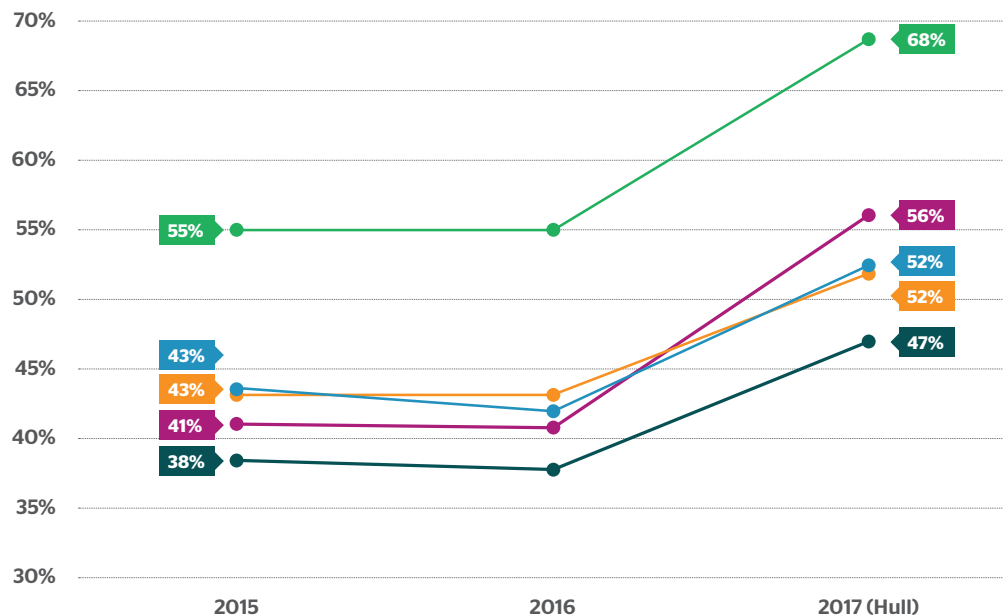
SOCIETY & WELLBEING

The project had the following two main aims in this impact area:

- Aim 7:** ► ***To improve wellbeing*** of residents through engagement and participation
- Aim 8:** ► ***To raise the aspirations, abilities and knowledge of residents*** through increased participation and learning

Increased Confidence in Local Communities

2017 saw a significant shift in the numbers of residents confident to take part in a range of cultural and non-cultural activities.



Data measuring confidence to take part in the below activities:

- Arts and cultural activities
- Leisure and recreational activities
- Community-led activities
- Sports and physical activities
- Volunteering

Volunteering

Volunteer programmes to support mega-events have become commonplace, from London 2012 to the Tour de France. With this comes an increasing celebrity status for these initiatives, though perhaps not enough focus on how to utilise them to galvanise volunteers around projects that deliver long-term impact in communities.

As a core part of Hull's bid, there was an ambition to recruit a largescale volunteer taskforce, the members of which could represent the city and take ownership of the UK City of Culture status as proud and passionate residents.

The Hull Volunteer Programme was launched in March 2016 and has supported organisations and individuals across the city to be part of the year's celebrations.



With the scale and diversity of the project, volunteer roles varied greatly from practical event support to visitor welcome and even mass participation cast roles for major outdoor spectacles.

The initiative has continued into 2018 as part of legacy activities.







No Limits

Hull is a city with low levels of educational attainment, where a third of children grow up in poverty and deprivation. It was therefore fundamental to the planning of the UK City of Culture project to create an inspirational programme for young people.

The bid set out a clear statement of intent: “every child and young person of school age will be given the opportunity to be part of the UK City of Culture year”. On this brief, the scope of the learning and participation programme was established.

Central to this programme was the ambition “to use the power of culture to generate a new population of thinkers and thinking in Hull”. Placing creativity at the core of young people’s life experiences would be the tool to unlock their future potential.

The overall initiative was entitled No Limits and brought together artistic residencies in schools, participatory projects and commissions for young people, and creative professional development opportunities for practitioners across the city.



100+

Schools engaged
in the No Limits
learning programme



56,000

young people
took part



34%

reported
improvements
to self-esteem

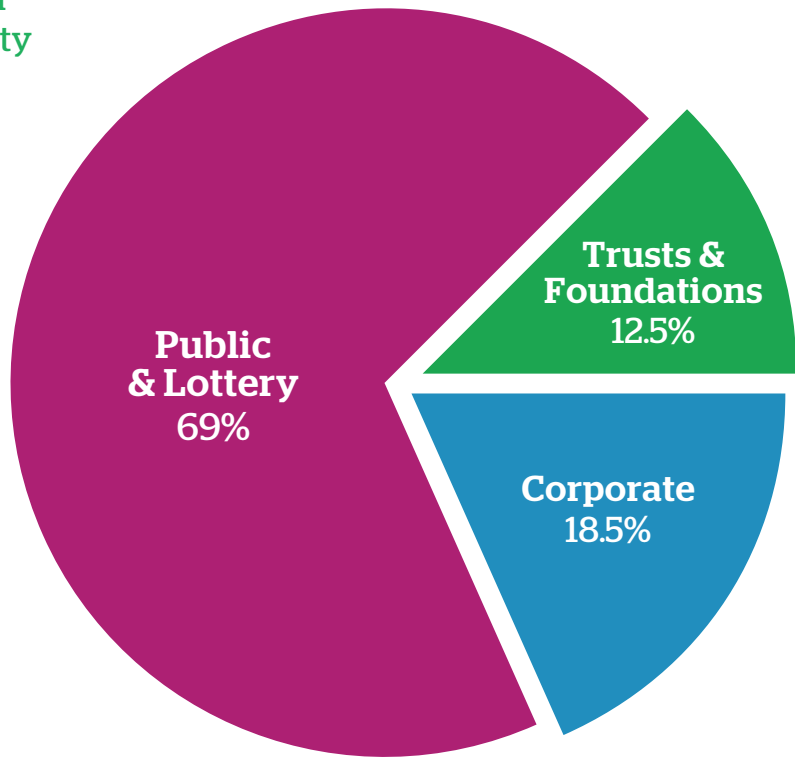
Impact Area

PARTNERSHIPS & DEVELOPMENT

The project had the following aim
in this impact area:

Aim 9: ► ***To demonstrate exemplary programme delivery and partnerships***, establishing Hull 2017 as a blueprint for successful delivery.

Partnerships and fundraising have contributed to a remarkable growth of budget aspirations, from the £18 million stated in the Business Plan. By September 2016, an overall budget of £32.8 million had been secured for the UK City of Culture project in Hull.



**£32.8
MILLION
RAISED TO DELIVER THE YEAR**

Strategic Partnerships

The delivery of a complex programme across multiple venues and outdoor spaces required close partnership working with all major public sector agencies. The evaluation sets out the importance of this, and other strategic partnerships, in Hull's ability to deliver both a high quality and large scale cultural programme.

The Event Safety Advisory Group, chaired by Hull City Council, was a key co-ordination point for this activity and was recognised as a positive example of multi-agency working as part of the year. The structures established to deliver the capital programme in advance for the year were also cited as fundamental to the project.

Many partners contributed to the success of the year far beyond financial investment, with some of the larger partner organisations providing staff secondments, enhanced programme activity within their own venues, and value-in-kind through the provision of goods or services.

At a national level, the relationship with government was managed through a strategic relationship with the Department for Digital, Culture, Media and Sport (DCMS). As the government department tasked with leading on the UK City of Culture initiative, DCMS supported the engagement with the programme nationally amongst key opinion formers and policy makers.

Finally, several international partnerships helped shape the cultural programme. These included building on existing relationships with Hull's twin city Freetown in Sierra Leone and collaborations with Rotterdam and Reykjavik. A new international partnership was formed as part of the year between Hull and Aarhus, one of the two European Capitals of Culture in 2017. This partnership included knowledge sharing between the workforce of the two delivery teams, and a co-commission with interdisciplinary artists' group Blast Theory, as well as collaboration on evaluation and volunteering.

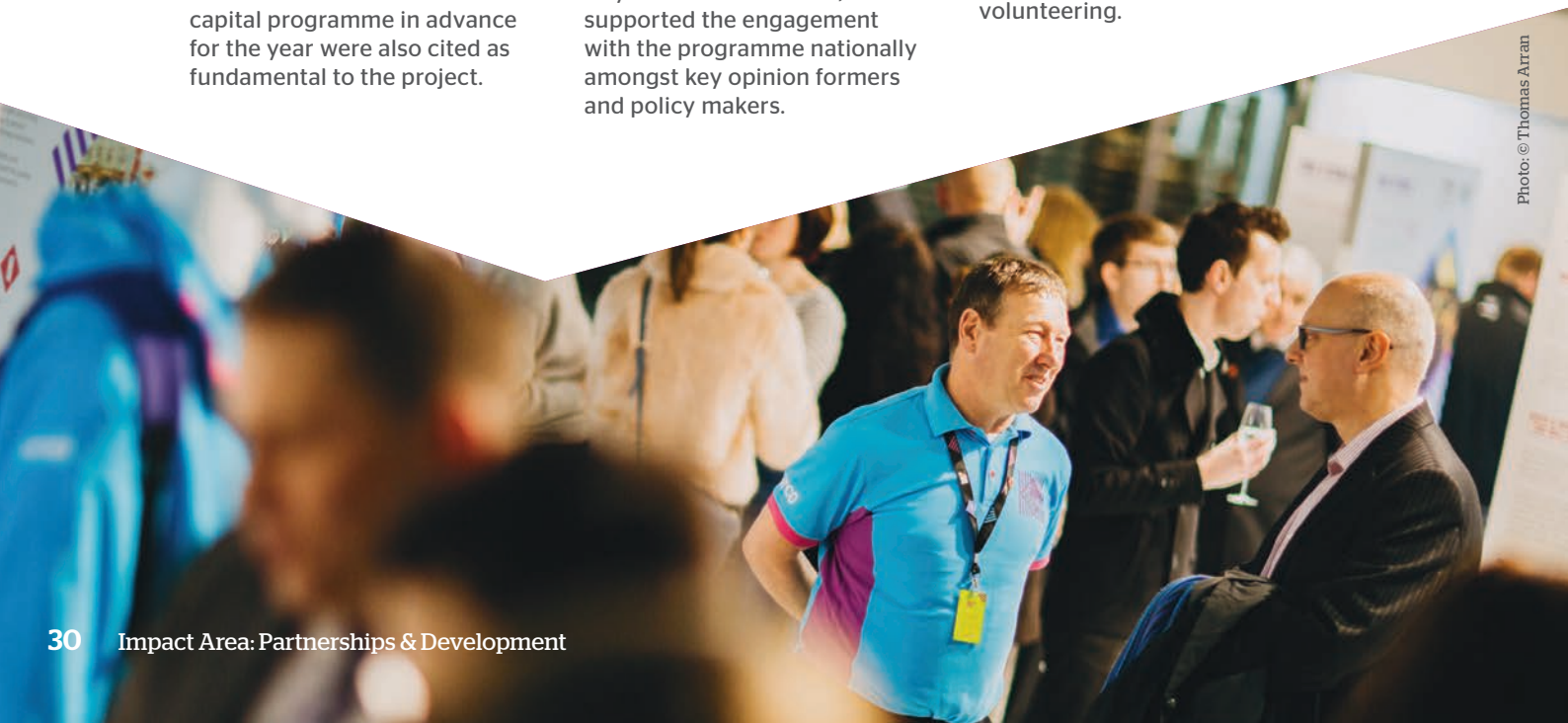


Photo: © Thomas Arran



UK City of Culture

As only the second city to hold the title, Hull set out to deliver the blueprint for how the UK City of Culture project could operate and the impact it could achieve.

In the eyes of many, Hull has been deemed a success, and this has attracted interest from many other places, which reflect the raised profile that the UK City of Culture brand has had since Hull won the title.

Towards the end of 2017, a host of other UK towns and cities also set out their intentions to bid for the title in 2025, including Aberdeen, Bradford, Chelmsford, Luton, Norwich, Tees Valley and Warrington. This reflects the increasing recognition of the positive impacts that can be delivered through culture-led regeneration initiatives and mega-events.

The approach taken by Hull has also been adopted for other similar projects. Most notably, the Mayor of London, Sadiq Khan, launched the London Borough of Culture competition in 2017. The London Borough of Culture 2019 and 2020

status was awarded in February 2018 to Waltham Forest and Brent respectively.

It is likely that the importance of the UK City of Culture competition will grow even further, as a result of the decision by the European Commission in 2017 to exclude UK cities from bidding for the European Capital of Culture title – a consequence of the Brexit process and of the UK Government's decision to exit from the EU.



Photo: Freedom Festival © Thomas Arran

Legacy

In September 2017, Hull 2017 Ltd and Hull City Council announced an ambitious legacy plan to build on the outcomes of the UK City of Culture year.

Hull City Council pledged an ongoing commitment to invest in culture, building on major

funding announcements from the Heritage Lottery Fund to develop the city's maritime offer, as well as the imminent completion of a new 3,500-capacity music and events space, Hull Venue.

It was also confirmed that Culture Company, the independent organisation that oversaw the delivery of the Hull UK City of Culture programme, was to continue as a permanent arts organisation, operating in the city and beyond.

Aligned to the city's Cultural Strategy (2016-26), the legacy plans attempt to provide a roadmap for the next 3, 10 and 20 years of cultural development in the city.

Working with many partners, this includes the aim to ensure that culture, participation and learning as are embedded into the lives of young people growing up in the city.

Reflections

Under nine individual project aims and across five impact areas, this report has reviewed the preliminary outcomes of what Hull UK City of Culture has achieved and an initial assessment of how successful it was. As stated earlier, it is important to note that this report has been produced just weeks after the end of Hull's UK City of Culture year, and as such, can only present an early stage review of the impacts. Some of the most important outcomes can only be fully assessed one, two, five and even ten years on.

This report comes at a time of continued pressures on arts funding, and ongoing challenges faced by the visitor economy. For Hull, it will be even more critical to see continued investment and culture-led regeneration so that sustained

impacts can be built on the promising achievements of 2017.

This is particularly relevant for:

- ▶ Residents' confidence to engage in arts and culture
- ▶ Residents' aspirations to realise their potential in the arts and cultural sector
- ▶ Volunteer enthusiasm to support arts and cultural activity
- ▶ Cultural sector development
- ▶ Business and investor confidence

However, the programme has demonstrated the significant economic and social impacts that a year-long co-ordinated programme of arts, culture and heritage activity can have on a city. These impacts have ranged from creating employment, increasing business turnover and attracting inward investment, to enhancing confidence and raising aspirations.

The final evaluation report is due to be published in 2019 and will provide further evidence across the five impact areas as well as process learnings relating to the delivery of the project.



With Thanks...

HOST CITY



PRINCIPAL PARTNERS



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**Funding raised by
The National Lottery**
and awarded by the Heritage Lottery Fund



MAJOR PARTNERS



CITY PARTNERS



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- 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
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- Premier Galvanizing
- SGS International
- Smailes Goldie Group
- St Stephens
- Strawberry

BID ANGELS

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

HULL 2017 SUPPLIERS

- Edwards & Pearce
- FirstGroup
- House of Townend
- Lincoln & York
- magneticNorth
- Pipers Crisps
- Shoosmiths
- Spektrix
- Star Events
- Strata Group
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