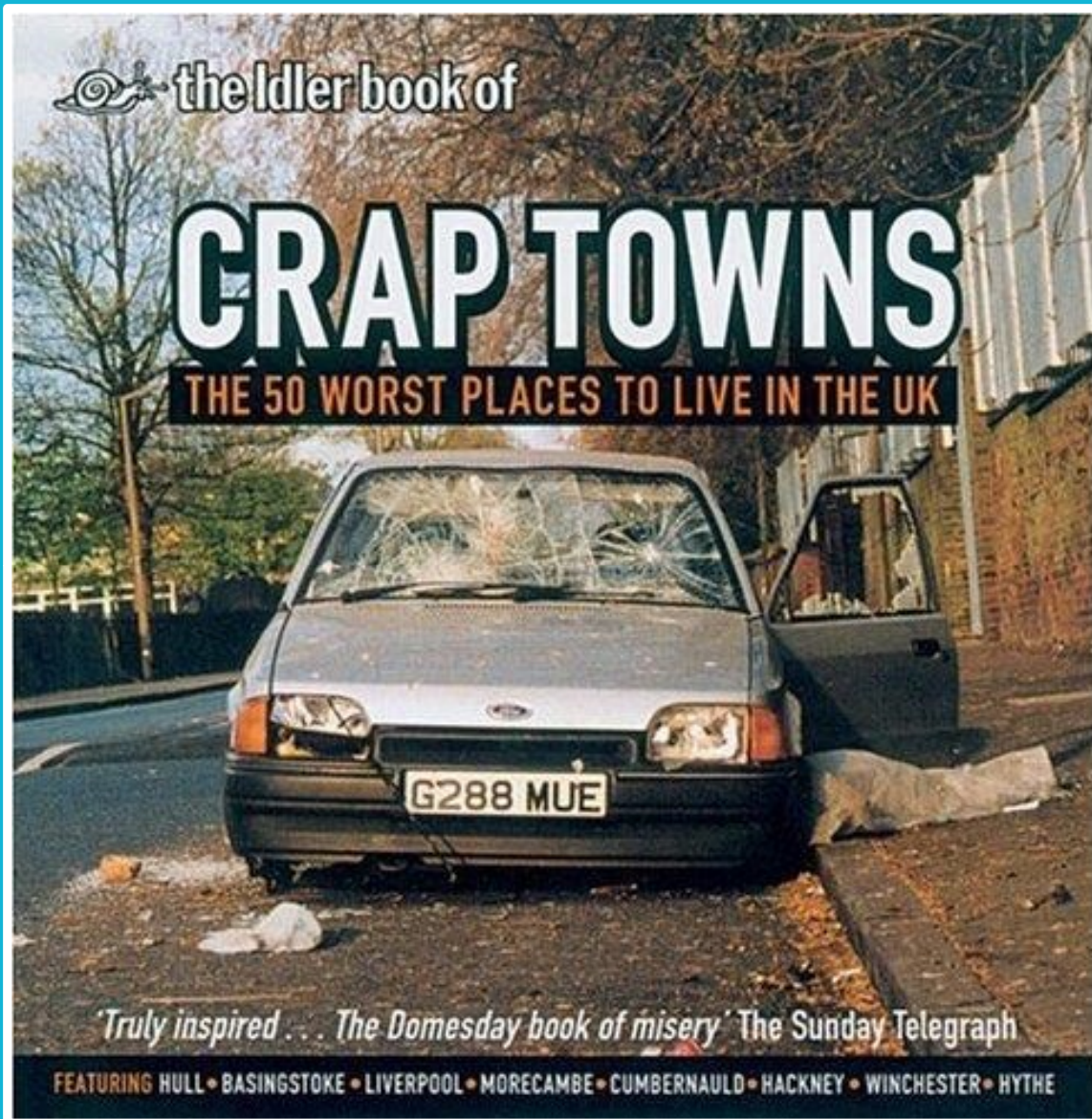




**Phil Batty**

*Director of Public  
Engagement & Legacy*

TRANSFORMING  
REPUTATION TO  
CREATE GROWTH  
**HULL'S  
STORY**



# 2003

“come Judgement Day  
the city would be leased  
out indefinitely to Satan  
to provide housing for  
the Damned”

# The City Plan

# 2013



## Hull decides to bid for UK City of Culture ...

# THE CATALYST



**CrazyCatLady**  
@Cat1974Lady



Follow

@guardian Hull??? City of Culture??? 😂😂  
😂😂 Oh my aching sides!!!



**Joe.**  
@joejamestweets



Follow

If Hull can be the UK City of Culture this year  
then anything is possible



**Tommy Gorman**  
@tgorman\_mufc



Follow

@HullCity @2017Hull Hull? City of Culture?  
Have you overdone it on the shots last night?

65% of residents did  
not think Hull should  
be UK City of Culture.

March 2013



2016

*Setting the stage ...*



THE BUILD UP  
***PLACE DES ANGES***  
**TEST EVENTS**



A large crowd of people is lying on a grassy field, mostly with their backs to the camera. They are wearing light-colored clothing, and the scene is set under a clear blue sky. The people are spread out across the field, creating a sense of a large gathering or event.

# *SEA OF HULL*

UK CITY OF CULTURE  
**A YEAR IN THE  
SPOTLIGHT**





# IMPACT SO FAR ...

**9 in 10**  
**residents**

of Hull  
attended or  
experienced  
at least one  
UK City of  
Culture  
activity in the  
first three  
months

**3 million**  
**visits**  
in the first 6  
months of the  
year

Over  
**500 jobs**  
created and  
an **83%**  
upturn in the  
evening  
economy

**300,000**  
**hours**  
volunteering  
by nearly  
3000  
individuals

A scenic landscape at sunset. A winding highway with light trails from cars curves through a forested hillside. To the left, a body of water reflects the sunset. The sky is filled with orange and yellow clouds. The sun is low on the horizon, creating a bright glow.

**THE NEXT  
CHAPTER  
BEGINS**

**THERE'S MORE TO THE STORY**