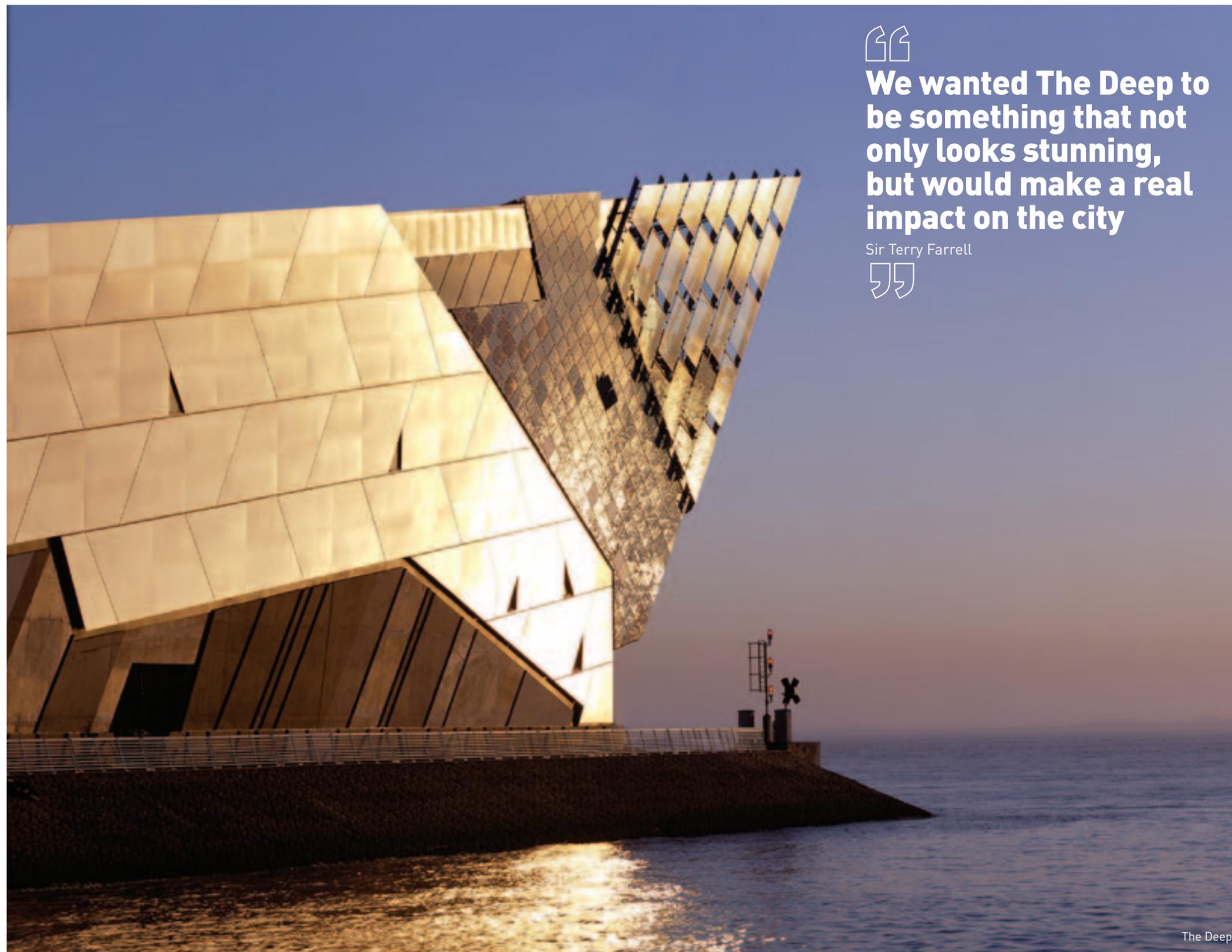


**Hello  
from Hull,  
Yorkshire**





**We wanted The Deep to be something that not only looks stunning, but would make a real impact on the city**

Sir Terry Farrell



The Deep



Humber Quays

**As the birthplace of global brands such as Lemsip, Bonjela and Gaviscon, we've brought you everything from Yorkshire Puddings and boiled sweets to renowned poets such as Andrew Marvell and Philip Larkin.**

In Hull we've got something really special and the fact that people fall in love with our city as soon as they get here speaks volumes about the quality of life on offer.

Over recent years the city centre has transformed well beyond recognition – shiny new buildings are springing up, whilst historic ones are being brought back to life. Our rapidly developing social scene coupled with an exciting programme of events, has tipped us to become one of the most exciting waterfront locations in the UK. But if exploring the world's oceans at Sir Terry Farrell's iconic

masterpiece, The Deep, or retracing the steps of Hull MP William Wilberforce to learn more about the man who changed social history, isn't enough to bring you here, then read on. We promise that you'll find something that does.

**Click here** to watch this short film to find out why property expert Sarah Beeny thinks Hull is a great place to relocate to.

**And if you want to know anything – anything at all – then visit us at [www.hull.co.uk](http://www.hull.co.uk) or call us on 01482 612626 and we'll be more than happy to help.**



**Moving back to Hull has been great. It has helped to progress my career and given me the opportunity to develop professionally.**

Andrew Pearson, Artistic Director, Ensemble 52



When Andrew Pearson was offered a place at the London Academy of Music and Dramatic Art at just 18 years old, it was an opportunity too valuable to miss.

Keen to pursue his theatrical career, Andrew left his home in the charming market town of Beverley and spent 15 years enjoying success in London, including landing a role in the popular ITV series, *The Ruth Rendell Mysteries*.

Motivated by his desire to take control of his own career, Andrew decided to return to his East Yorkshire roots where he could maximise his talents and give something back to a place he feels so passionately about.

Now working as a theatrical director and living with his partner Kaysie and son Charlie in the leafy Avenues, Andrew enjoys life back in Hull and finds its accessibility in relation to other cities particularly beneficial given that he works on productions all over the country. Being just a two and half hour train journey from London means that Andrew has more time to spend with his family, so when he's not busy on projects for stage, screen and radio, he's often found walking the dogs on the picturesque Beverley Westwood.

# Our City



Holy Trinity Church



Spurn Light Ship

**Proud of our rich and colourful history, Hull's city centre combines a strong maritime past with a cosmopolitan present – radiating character, confidence and personality.**

A balance between Old Town charm and sparkling new developments has attracted more and more people to the heart of Hull who want to take advantage of stylish city living, spurring the growth of café bars, restaurants, hotels and shops.

A significant ongoing investment programme means that on top of a number of major projects that have recently come into fruition, there's still plenty more in the pipeline...

**To find out more about our changing city [click here](#)**



**Hull is a great place to relocate.**

Sarah Beeny, TV presenter, Property Ladder, Channel 4



To find out why [click here](#)  
[www.hull.co.uk/relocate](http://www.hull.co.uk/relocate)

Queen's Gardens

# Our spectacular waterfront is the marvel of many



Clipper Round the World Yacht Race 2009/10

## With stunning views out across the Humber Estuary and a beautiful marina, you couldn't wish for a more inspiring place to live, work or visit.

The development of Humber Quays, Hull's new waterfront business and international trade district, has set the precedent of our newly energised waterfront and has created a vibrant professional quarter that is complemented by stunning public realm that is enjoyed by residents and visitors alike.

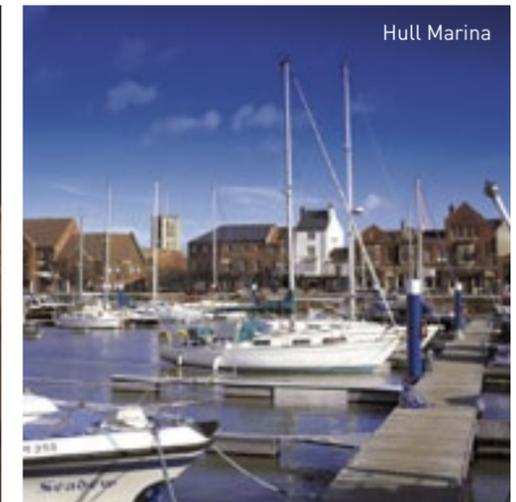
As the official starting point of the famous **Clipper Round the World Yacht Race** 2009/10, the spotlight was well and truly on our waterfront as crowds gathered to see the international fleet set sail.

In fact, the area was transformed into a hive of activity as the return of Hull's hugely popular **Freedom Festival** brought the waterfront to life with live music, entertainment and breathtaking light installations courtesy of French street theatre artists, **Carabosse**.



**Hull is full of inspirational places to visit.**

The Guardian



# Leisure



Bed 14, Newland Avenue



St Stephens

**Whether it's picking up the latest high street fashions, browsing the boutiques or splashing out on designer labels, Hull doesn't disappoint on the shopping front.**

In the heart of Hull, **St Stephen's** has brought big name brands such as Zara, H&M, Jane Norman, La Senza and Cult and just across the road at House of Fraser, designer concessions including Karen Millen, All Saints, Diesel and Ted Baker are filling the shelves. Elsewhere in the city centre Mamas & Papas and Pandora have recently opened up shop.

**Princes Quay** offers affordable fashion including River Island, Monsoon, Warehouse, Moda in Pelle and a great Links of London concession.

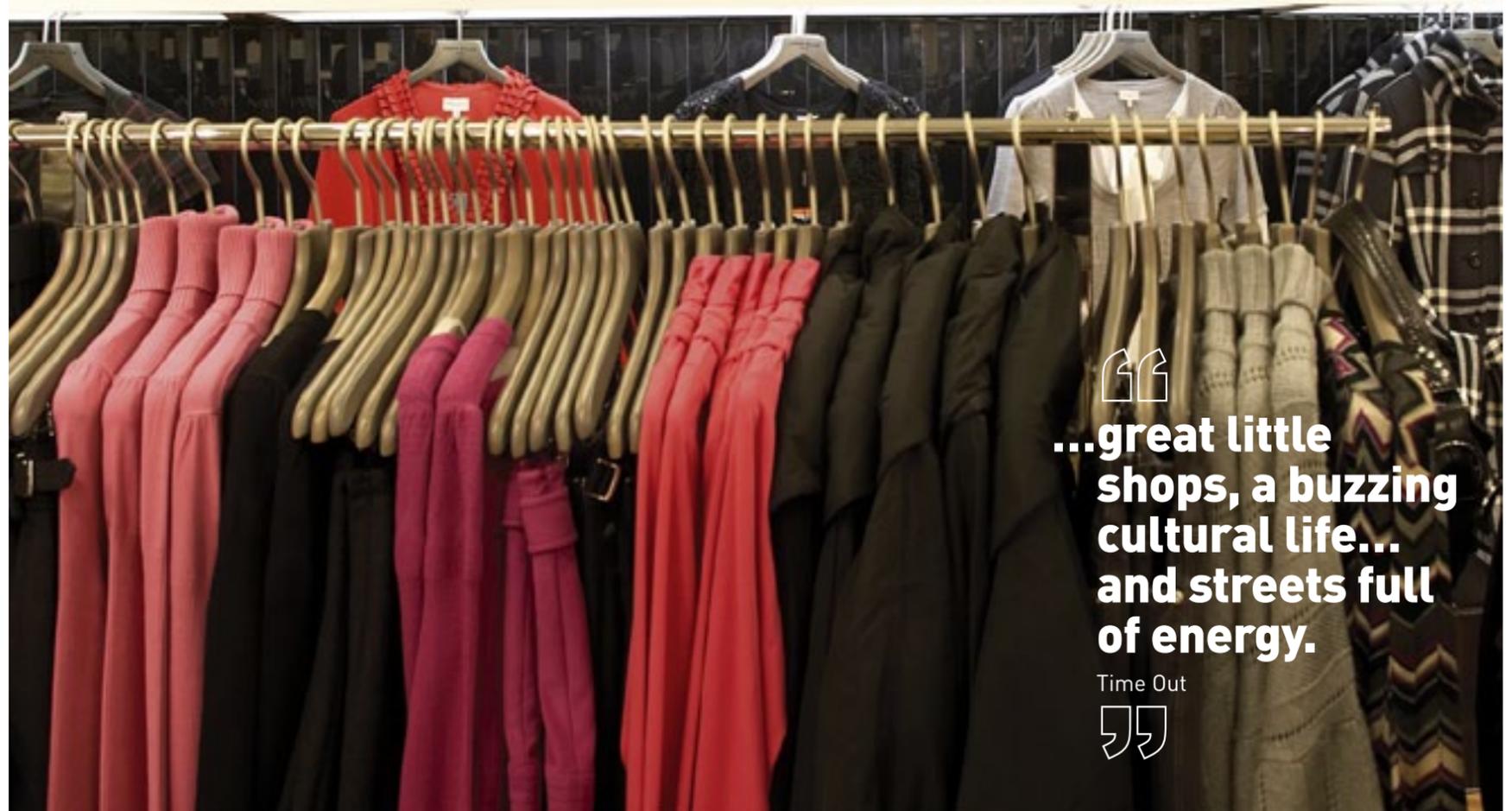
Alternatively, if it's something more original you're after, Hull's suburbs and villages are home to a number of independent retailers whose boutiques sell everything from vintage and designer clothing to handmade jewellery and antique furnishings.

**For an on-trend 'boho' look we love:**  
Crave Boutique (Hessle),  
Bohemia & Bed 14 (Newland Avenue),  
Beasley's Hull city centre.

**For designer chic we love:**  
Coco Noir (Swanland),  
Dias and Dapper (Hessle),  
Riley's (Beverley).



House of Fraser



“**...great little shops, a buzzing cultural life... and streets full of energy.**”

Time Out





Boars Nest, Princes Avenue



**In Hull we love good food and fresh local produce is always a favourite on our menu.**

Gastro pubs such as The Star at Sancton and The Pipe and Glass Inn at South Dalton, which has recently been awarded a prestigious Michelin star in The Michelin Guide Great Britain and Ireland 2011, offer traditional country pub charm with a creative, contemporary twist. Other top-class eateries include Winteringham Fields and Whites Restaurant in Beverley, which has recently won a place in The Good Food Guide 2011.

And, as new café bars and restaurants continue to spring up across the city, diners can choose from trendy tapas bars or established chains such as The Redhouse British Brasserie, Nando's and Prezzo or if you fancy something a bit different, you can dine with the sharks at the Two Rivers Restaurant at The Deep, which has built itself a reputation for being

one of the most unusual eateries in Yorkshire. Suburban areas have also become increasingly popular – in fact Princes Avenue, situated close to the University, is dubbed as Hull's cosmopolitan quarter. Here you'll find the Boars Nest, where top chef Simon Rogers left the bright lights of London's Four Seasons behind to open this distinctive A La Carte Edwardian restaurant.

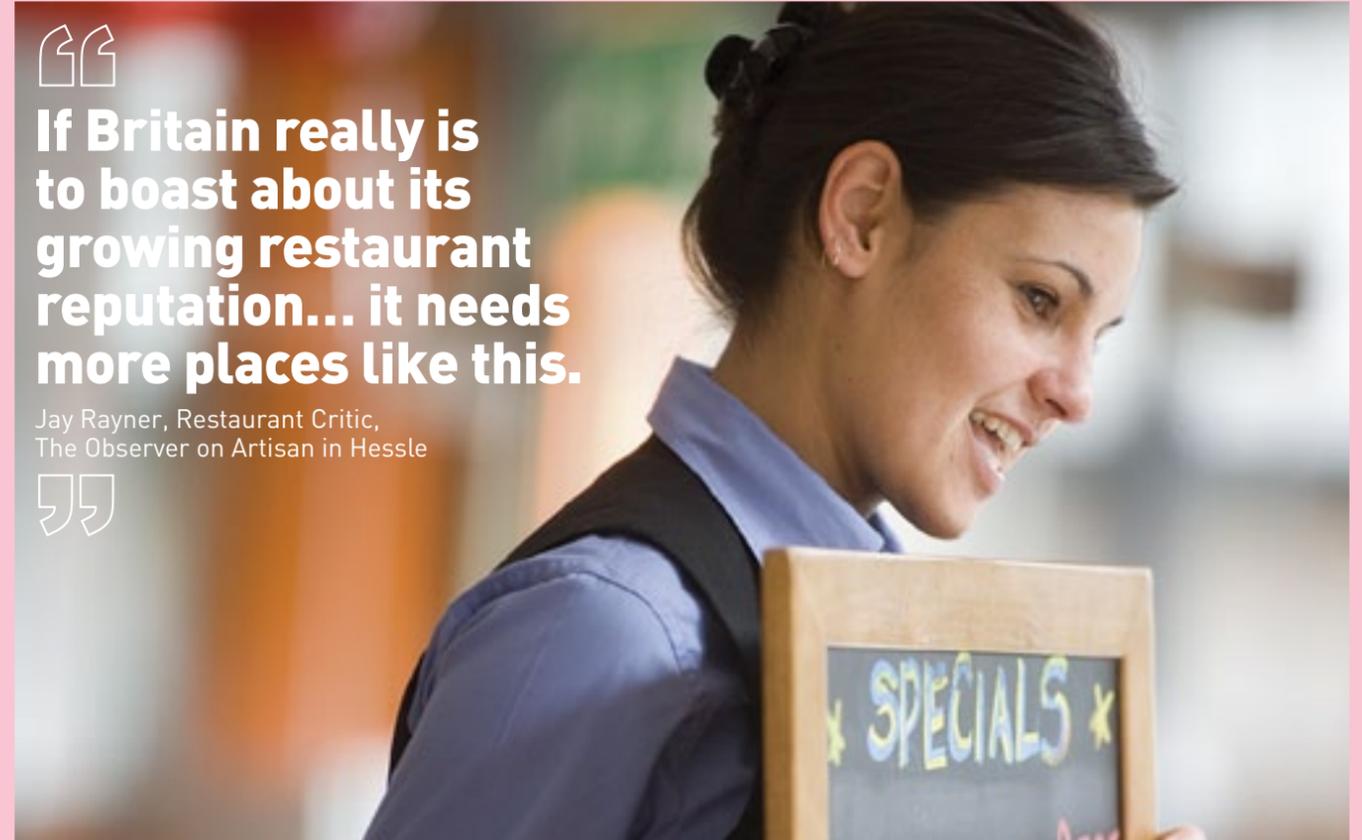
And of course the character of Hull's Old Town wouldn't be the same without its unique historic pubs. Armed with a copy of Hull's Ale Trail, you'll find Ye Olde White Harte which claims its place in history books as it was there in 1642, Sir John Hotham resolved to prevent King Charles I from entering Hull – an act that triggered the English Civil War.

**Watch a video on all the culinary delights Hull has to offer.**

# Eating Out

“**If Britain really is to boast about its growing restaurant reputation... it needs more places like this.**”

Jay Rayner, Restaurant Critic, The Observer on Artisan in Hessele



Dukes, Princes Avenue



Lucianos, Hessele



## Hull Truck Theatre is ranked as one of the Top 10 Best Theatres of 2008.

The Daily Telegraph



Hull Truck Theatre

### In Hull we don't believe in all work and no play and this is reflected by a rapidly expanding leisure offer.

From the vibrant city centre to beautiful countryside and stunning coastline just 20 minutes down the road, our list of things to see and do is endless. So, whether it's a trip to The Deep to explore the world's oceans, walking the dogs on the picturesque Beverley Westwood or taking the kids to one of our free award-winning museums, Hull has a range of leisure pursuits to suit all tastes.

Home to a number of successful sporting teams including Hull FC, Hull KR, Hull Stingrays and Hull City AFC, Hull has seen a sporting renaissance.

With a thriving arts and culture scene, we're proud of our history of nurturing and inspiring big names in the areas of poetry, theatre, film and art, from world-class poets Philip Larkin and Andrew Marvell to more contemporary figures such as Liam Mower, the young star of the successful West End musical Billy Elliot.

Theatre buff or not, make sure you catch a production at the internationally renowned Hull Truck Theatre which has relocated to its multi-million pound new home adjacent to St Stephen's.

As well as beautiful scenery and traditional charm, market towns such as Beverley in the East Riding offer their own entertainment – giving locals and residents the chance to pick up some of the fresh local produce or back a winner during a day out at the races. And when Ladies Day comes to town hats and handbags are at the ready.

For more information on things to see and do in East Yorkshire [click here](#)

See also:  
[The Deep](#)  
[Museums Quarter](#)  
[Hull Truck](#)

## Things to see and do



Beverley Races



Pave, Princes Avenue



Hull City AFC



The Deep



**Hull is a real hidden gem in England – people who visit us are absolutely amazed at what's here.**

John Redman, Managing Director, Seven Seas



Flamborough, South Landing



Thornwick Bay

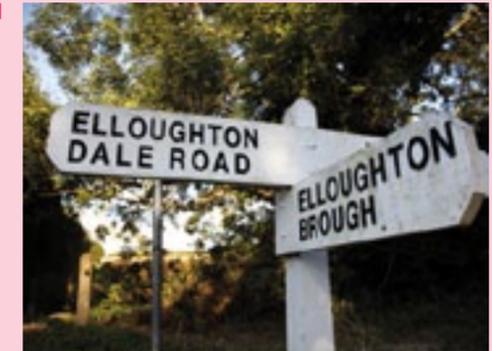
**Just a 20 minute drive out of Hull's city centre finds you surrounded by some of the UK's most beautiful countryside and stunning heritage coastline.**

Traditional market towns and quaint villages offer annual events that celebrate everything from literature, jazz and folk, not to mention popular weekly markets selling fresh local produce and handmade crafts.

With a unique combination of city, countryside and coast, there's no wonder the area has such a wide appeal.

Whether it's exploring the breathtaking Yorkshire Wolds, a visit to the North York Moors National Park or time out to enjoy the soaring cliffs of Flamborough, we guarantee you will want to make the most of East Yorkshire's natural beauty.

**For a closer look at what's on offer [click here](#)**



Beverley Market

# Business in the region



**In Hull we mean business and it's fair to say that when it comes to trade and investment, our reputation can be judged on the company we keep.**

Home to a diverse range of sectors including ports and logistics, **renewable energy, healthcare technologies** and professional services to name a few, we're harnessing our key strengths to become a global economic player.

With the largest ports complex in the UK and world-class initiatives such as **World Trade Centre Hull & Humber** offering access to 800,000-strong global business network, and the University of Hull's **Logistics Institute**, the region's prosperity is set to grow further.



**Hull is now poised to capitalise on the jobs and investment this will bring**

David Cameron, Prime Minister

Following Siemens's decision to invest in a wind turbine manufacturing plant and export facility, expected to create 800 jobs initially and a further 9000 from operations and maintenance work.



# Our reputation can be judged on the company we keep



“The city’s improving economy was a factor in attracting designer fashion labels which have never been represented here before.”

Geoff Kingston, Store Manager, House of Fraser



“Hull was chosen for investment due to the fact that a well established R&D facility is already in place with highly skilled individuals.”

Julia Loudon, R&D Global Category Group Director,  
Health & Personal Care, Reckitt Benckiser

“The project partners considered a number of potential locations for this renewable energy investment - Saltend, Hull emerged as the preferred site due to a combination of existing infrastructure and utilities, available land and skilled workforce.”

Dr Malcolm Joslin, Development and Communications Manager, BP



“Our investment in Hull’s regional BBC headquarters provided the opportunity for us to get closer to the city’s community.”

David Jennings,  
Head of Regional and Local Programmes,  
BBC East Yorkshire & Lincolnshire

“Green Port Hull presents a fantastic opportunity for Hull to play a leading role in the UK’s green energy revolution.”

Matt Jukes, Port Director, Hull & Goole, ABP



# ...and there's room for growth



Oban Hogarth, Owner, Bogoh Boutique



Being connected into Hull's thriving business network has given us valuable contacts to get our business off the ground. As a result we are now also working on regional and national contracts.

Phil Batty, co-founder, Force 7



We set up our first smoothie bar in Hull's student union. Now we're inspiring people to make healthy choices in Liverpool and York as well.

Simon Long, co-founder, Xing Smoothies



Hull's regeneration is paving the way for new restaurants and café bars and there is a huge opportunity to capture the increasing demand from residents, businesses and visitors alike for quality, fresh, local food.

Rosie Goodman, Owner, Fudge Café-Restaurant



I'm so proud to have my own business – the support I got through Young Enterprise really helped to make my dream a reality.

Amanda Hartley, Owner, Amanda's Blue Orchid



Our business is going from strength to strength and we've recently brought a healthcare conference to Hull which attracted people from across the globe.

Professor Peter Dettmar, Founder and Managing Director, Technostics



# Housing

**A unique combination of stylish new city centre apartments, classic Georgian townhouses and country cottages means that Hull and its surrounding area offers an extensive yet affordable range of high quality housing to suit any taste and budget.**

And with housing prices significantly less than the national average, as demonstrated by the price of a detached property in Yorkshire & Humber at £170,000 – a more affordable sum when compared against the national average for England and Wales which is estimated at £352,699 first-time buyers can get their foot on the property ladder with the help of one of our dedicated estate agents.

In fact, the historic market town of Beverley, situated just a short drive away from Hull's city centre, is at the top of The Royal Bank of Scotland's affordable affluent index, based on a report which searches the country for the most affluent places to live at the most reasonable prices.

**For more information about the choice and affordability of housing in the area [click here](#)**



## Hull is hot property.

Phil Spencer, National property search specialist and television presenter, Relocation, Relocation, Channel 4



Bishop Burton

Returning to the UK last year following a two year spell working as a Tour Guide in South America, Jo temporarily moved in with her parents at their home in the quaint town of Hornsea located on East Yorkshire's stunning coastline.

Having previously lived in Milton Keynes before leaving the country, Jo began looking for work in Learning & Development but found that the market place was flooded with people all searching for a similar role. Spotting a role in Hull, Jo applied and when she got a call for an interview she was impressed with the progressive nature of the company and decided to give it a shot.

Thanks to a great boss and lots of new friends, Jo found that she quickly settled in, so much so that when her parents decided to move to the South of England, she was keen to stay. After investigating properties in Hull's charming Old Town she was amazed at what she could get for her money and now enjoys living in the heart of the city, just a few minutes walk from work.

Eager to take advantage of the stunning views along Hull's waterfront, Jo puts her spare time to good use and is currently in training for the Milton Keynes half marathon.



**I feel completely at home in Hull, not only do I love my job but I have made some great friends.**

Jo Goodman, Senior Learning & Development Consultant,  
Wescot Credit Services





University of Hull, Graduation day

# Education



**The National Student Survey (NSS) consistently ranks the University in the top ten mainstream English Universities for student satisfaction.**

National Student Survey (NSS)



**Boasting one of the top 10 Further Education College's in the country and one of the best universities in the country according to recent National Student Survey results, education is at the heart of the city region.**

**For more information about education in the area [click here](#)**

As an integral part of the city's development and prosperity, improvements in the standards of education has meant that Hull and the East Riding of Yorkshire boasts an impressive range of high quality academic courses and vocational training to set students of any age on the pathway to career success. A combination of innovative school-based projects, accessible learning packages and major investment in learning facilities has

created a culture of lifelong learning across the city – raising educational aspirations and generating a sense of ambition and pride within the community.

There's a choice of independent schools in the area, including **Hymers** which is the best performing private school in Yorkshire at A-level and 14th in the country, and **Hull Collegiate** – ranked as an "outstanding" independent school.

# Getting here

**Hull is perfectly positioned in the centre of the UK, just 200 miles from London and Edinburgh, 100 miles from Manchester and less than an hour's drive from Leeds and York.**

The city has two international airports within an hour's drive, a thriving ferry terminal that handles over a million passengers a year on some of the world's largest cruise ferries and an award-winning direct train service to London.

Offering accessible travel options by road, rail, air and sea, there's no easier way to learn more about us than by coming to see for yourself.

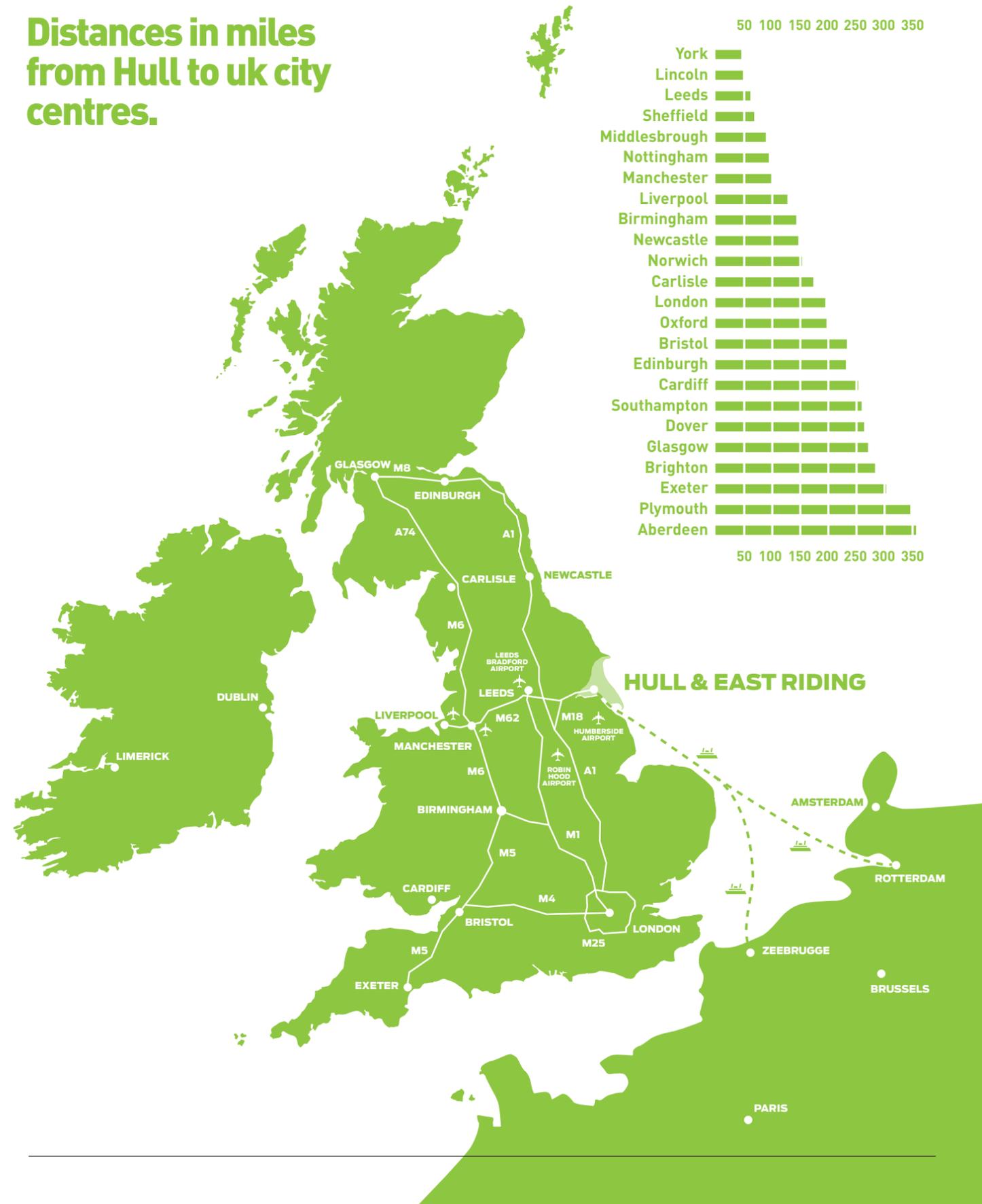
**7 direct train services to London each day, in as little as 2½ hours.**



**The world's largest cruise ferries sail daily from Hull.**

For more information see  
[Hull Trains](#)  
[P&O Ferries](#)  
[Humberside Airport](#)

**Distances in miles from Hull to uk city centres.**



**We hope to  
see you soon**

