



'Have your say in Hull's future' July 2005

Introduction

Hull Cityvision and Hull City Council initiated the 'Have your say in Hull's future' consultation questionnaire to support the development of a new Community Strategy for Hull in July 2005.

Hull Business Forum is playing a leading role in providing input from the business community into the Community Strategy, and submitted a detailed paper in May 2005 on the vision for Hull. It is holding a Business Focus Group to consider the draft strategy in August 2005 and our representatives across the Cityvision family of partnerships will contribute to Board and Sub-Board discussions on the strategy.

This paper contains the results of business responses in the 'Have your say in Hull's future' questionnaire.

Summary

The headline results from the business responses to the 'Have your say in Hull's future' survey are as follows:

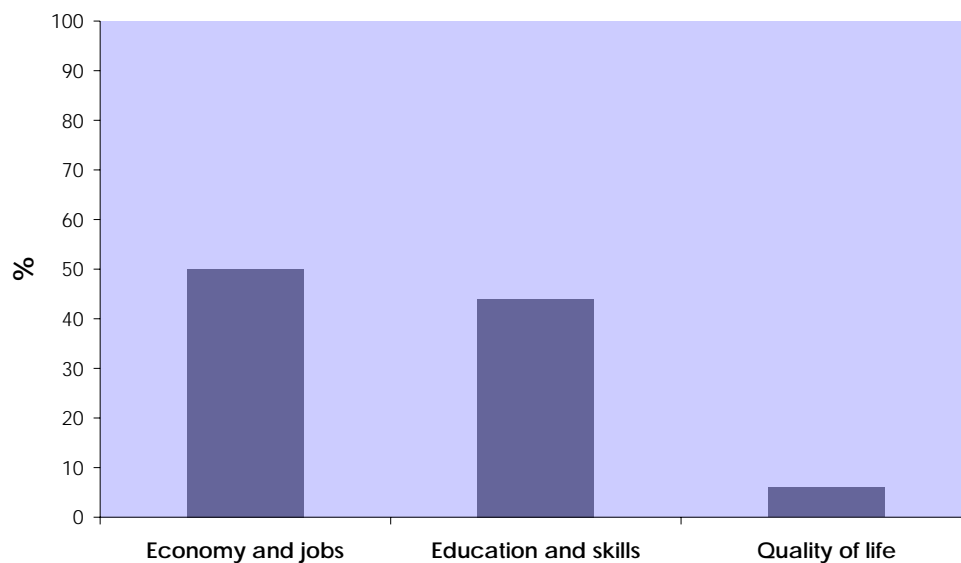
- The vast majority of respondents (**95%**) support the **key priorities** identified as economy & jobs, education & skills and quality of life.
- Those that didn't support these priorities, highlighted **transport** as their key area of concern, an issue other respondents highlighted from an economic perspective.
- Of the 95% respondents who supported the priorities, **50% felt that economy & jobs was most important**, followed by education and skills (44%) and quality of life (6%).
- It was very clear from the responses that the business community sees **economy/jobs and education/skills as inextricably linked** as the top priorities. This result supports the Forum's consultations in April/May for the 2020 vision.
- Respondents were asked to prioritise between economic sectors they wanted to see Hull recognised for, with a rank of '1' being most important. **'New technology and communication' industries** (average rank of 2.4) was highest, followed closely followed by **ports** (2.5). Despite its lower average ranking, ports received the most first priorities (35%) compared to new technologies (26%).
- 'Shops, leisure and tourism' was the lowest priority industry with an average rank of 4.2 and just 3% of first preferences.
- The majority of comments on education and learning were about **schools, not adult skills**. Respondents commented that **learning needed to be more relevant** to individual attributes, and above all learning needed to be fun.
- 89% of respondents felt that **'better schools and skills training'** (average rank of 1.9) and **'more jobs and higher paid employment'** (2.1) were by far the most effective way of encouraging people to stay in the city.
- Other priority areas respondents particularly commented on were **transport**, the **city centre** and the **local environment** (cleanliness, public realm, streetscape etc).

Full results and report

Question 1: Do you feel the priorities identified to date (economy and jobs, education and skills and strong, safe and healthy communities) are the right ones to focus on for the future of the city?

Businesses have clearly expressed the view that they support the priorities of economy & jobs, education & skills and quality of life. 95% of respondents supported these priorities.

There was a split opinion amongst respondents as to which of the three priorities were the most important, with 50% citing 'economy and jobs' and 44% 'education and skills'.



Q1: Most important of the identified priorities

It is worth highlighting that many of the respondents commented on economy and education/skills being inextricably linked. Again, this was a point the Forum highlighted in its response in May that these issues couldn't be separated, and that also explains why the vast majority of respondents support the key priorities.

Respondents were asked for their reasons why they chose one of the priority areas as the most important. A selection of the comments are highlighted below:

Economy and Jobs (50%)
"Encourage more people to move into the area. With people comes money and housing, retail and leisure investment."
"Economy and jobs. Everything else is dependent on a strong economy."
"Fuller employment puts more money into the local economy, thus promoting inward investment etc."
"A vibrant economy will attract entrepreneurial people and the funding for education and help remove deprivation."
"A healthy economy will automatically lead to increase in education and skills, as now apathy prevails. <i>'What job? Why should I learn?'</i> "
"Economy – transport infrastructure – a gridlocked city is a deterrent to investment."

<p>"Transport/roads – if no-one can move around and through the city, nothing will ever change."</p>
<p>Education and Skills (44%)</p>
<p>"Hull's education has the biggest impact on the future of the city. Better education will give the city the reputation it needs to attract investment and better jobs will retain a well qualified workforce."</p> <p>"Without this, everything else will not fall into place."</p> <p>"The poor educational standards in the city discourage inward investment, reducing job availability, increasing unemployment – which leads to crime and violence. The city economy therefore suffers."</p> <p>"If you do not have good schools you will not attract the families to the city – families with skilled parents."</p> <p>" Education and skills – they underpin everything else."</p> <p>"Education and skills, because these are the very basics for a successful regional economy."</p> <p>"Education and skills which lead and encourage young people to raise aspirations, good attitudes to work and relationships, therefore encouraging prosperity and a value for learning."</p> <p>"Education is probably top of the list, but a balanced approach is required, recognising other inputs such as environment and transport."</p>
<p>Quality of Life (6%)</p>
<p>"Safe communities – reduce crime."</p> <p>"Strong, safe and healthy communities – in particular drug addiction – this eats into the fabric of society."</p>

Those businesses that answered 'no' cited transport infrastructure as the missing priority. The Forum agrees that transport is a critical issue for the city, and in our initial input into the Community Strategy we included it as a key issue under the economy and jobs priority. Therefore, if we accept transport as an economic driver, the level of support for the priorities identified would be unanimous.

Question 2: Which of these industries would you like to see Hull recognised for?

It should be noted that this is a difficult question to interpret. It asks which industries Hull should be 'recognised for', not which are our strengths to build on, attract investment from or develop future growth strategies. Some of these are implicit in the question, but respondents have perhaps approached it in different ways.

The 'average rank' in the table below is an average of rankings for each sector. Given that a rank of '1' was the most important, the lower the 'average rank' the higher the priority.

		Ave rank	1 st ranks	2 nd ranks
Most important ↑	New technologies and communications	2.4	26%	26%
	Ports and portside industries	2.5	35%	20%
	Education and skills training	2.7	24%	24%
	Engineering and manufacturing	3.1	12%	21%
	Shops, leisure and tourism	4.2	3%	9%

There is a divergence in the results on this question. Whilst new technologies and communications have a higher priority in terms of overall ranking, ports and portside industries got significantly more first rank priorities from respondents (35% compared to 26%). In terms of total score, they were close with education and skills training and engineering and manufacturing relatively close behind. Shops, leisure and tourism was significantly further behind, with only 3% of respondents giving it top priority and 53% saying it was the fifth priority.

Question 3: Please comment on how you feel we can encourage school children, as well as adults, to get more involved in education and learning?

Respondents made a range of comments on the education and learning agenda. Their comments follow last years Hull Business Forum Education Perceptions Survey which highlighted that 'attitude' not 'qualifications' was the most important attribute employers looked for in young people.

The general thrust of respondents comments was that:

- Most views were about **education, not adult skills**. Is the message about Hull's record on adult numeracy and literacy getting through?
- Education and learning needs to be **fun and relevant**, recognising that different people have different skills and interests which the education and learning system should recognise.
- A **family based approach** is needed, by involving parents.
- **Businesses** have a key role to play in supporting schools and young people.

Specific comments included:

"All business people could volunteer a small amount of their time to organisations such as Young Enterprise."

"School/parent communication should be improved. Availability of non-sport clubs, e.g. science."

"More 'useful' courses and qualifications that are meaningful nationwide."

"Getting families involved and interested in education and educating adults on why education is so important."

"Basic discipline is also key to young people's attainment. For adults, what about lunchtime short courses for working people too tired to continue learning after work."

"Develop Children's University. Get more champions involved – individuals who have achieved and can inspire young people."

"Activity based learning schemes that go hand in hand with local businesses."

"Ensure there are quality jobs which pay well and reward their learning. Only when this is in place will the culture start to change."

"Involve parents. Encourage competition between schools to raise standards."

"Parents and business people need to get involved as school governors. Cross linking between businesses and children to increase their interest in learning."

"Establish career paths at an earlier age and GCSE programmes to suit vocational courses."

"Financial incentives."

"Demonstrate the benefits of education. Provide role models and aspirational figures."

"Business can actively work with the new 'enterprise' curriculum in schools by interactive

learning. Business people can become Governors, mentors, offer work experience or become involved with EBLO and Young Enterprise.”

“By being in a position to offer them skilled employment.”

“Have high expectations of young people. Show the benefits of learning. Develop education-business partnerships – make education relevant.”

“Practical skills training linked to the Hull socio-economic group, alongside academic training.”

“By promoting activities outside of school which families can be involved with – without knowing its educational.”

“More jobs, professional prospects to study towards.”

“Vocational activities will get children to realise the link between classroom learning and their future, engage them in a more inspiring and interesting way.”

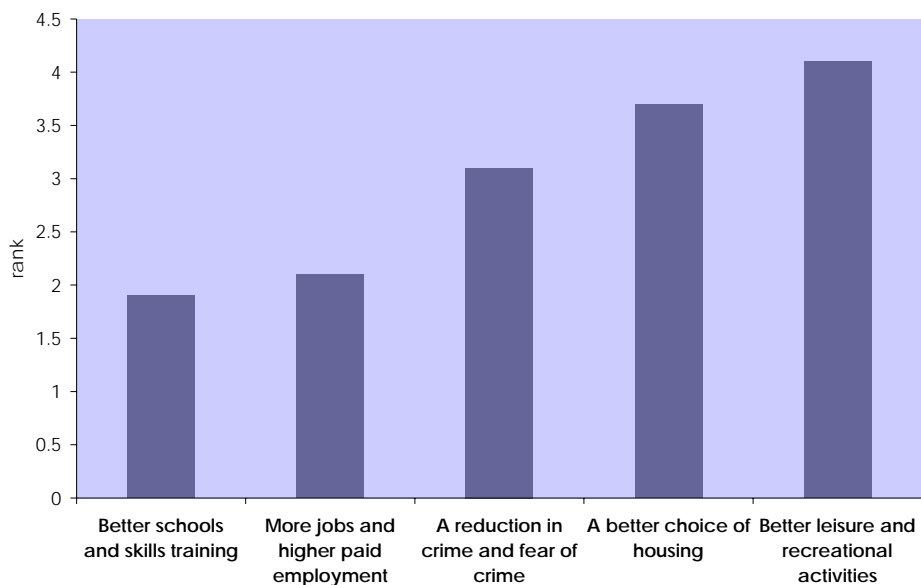
“Education and skills need to be perceived as ‘cool’. Let’s not give in and continue to dumb down.”

“Deal with truancy effectively and improve school discipline.”

“Why? I really can’t see how a better educated population will move Hull as a city forward – more than improving roads, trade and housing. If there’s no employment for them, what’s the point?”

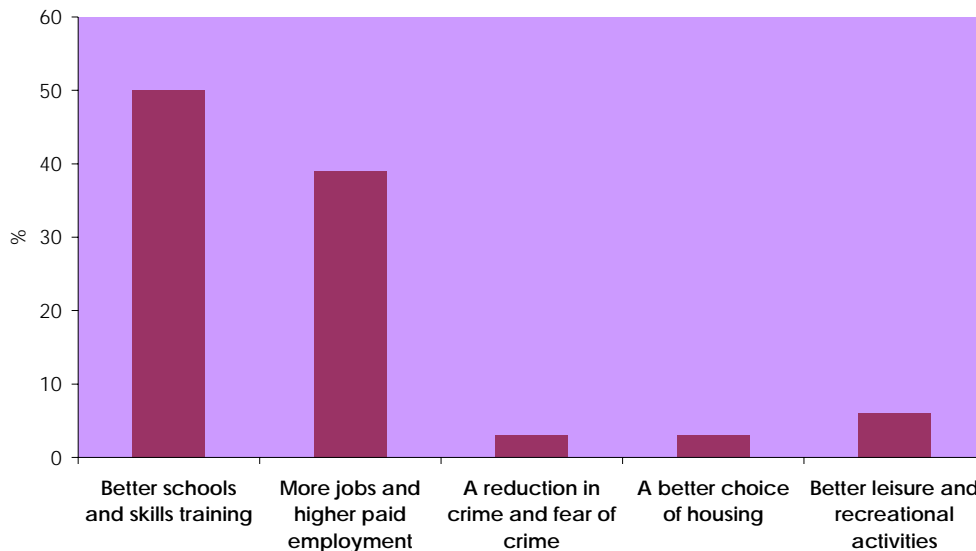
Question 4: The city’s population is declining. Which of the following do you think will encourage people to stay in Hull?

Respondents expressed a very clear view on this question, which backs up earlier results in terms of the dual priorities of economy/jobs and education/skills. Better schools and skills training (average rank of 1.9) and more jobs (2.1) were first and second ranked. Reduced crime and fear and crime (3.1) was some way behind as third rank, with better housing choice (3.7) and improved leisure and recreational activities (4.1) much further behind.



Q4: What will encourage people to stay in Hull to halt population decline? Results are in average rank, with ‘1’ being the highest priority

Better schools and skills training was the favoured option of 50% of respondents as the way to encourage people to stay in Hull, followed by more jobs and higher paid employment favoured by 39% of respondents. 56% of respondents expressed the view that better leisure and recreational activities was the lowest priority in terms of encouraging people to stay in the city, possibly because these activities could still be accessed to those living outside of Hull or because some respondents were already happy with the leisure and recreational facilities in the city.



Q4: What will encourage people to stay in Hull to halt population decline? Results are expressed by % of first rank priorities.

It would have been interesting to know whether business respondents felt other factors such as a better local environment or the image of the city would also have been influential.

Question 5: Are there any areas we have missed in this list which you feel would improve the quality of life for Hull citizens?

As pointed out earlier. It is significant that the key area respondents highlighted in this section was transport, which reflects its importance to the business community. Selected comments are recorded below:

Transport

“Get the traffic moving like London does, so jams are not poisoning the city. Lorries stand in queues belching out fumes. It’s only a matter of time before the ferry company decides enough is enough and leaves. Companies won’t set up here if they’re going to waste money on transporting goods, meaning no jobs for Hull’s citizens.”

“Transport and travel improvements – park and ride and edge of centre parking needed.”

“Cross Hull transport links.”

“Better public transport required and improvements to public highways.”

General

“More action, less talk – especially talking down Hull.”

“Other towns have reinvented themselves by making bold aspirational statements – e.g. Newcastle/Gateshead and the ‘Angel of the North’. Hull needs to make major improvements to its environment and public realm to demonstrate to its people and the

world that the place is changing.”

“More and better paid jobs and improve the transport system and lower business rates.”

“A more effective, efficient, open, less protectionist Council.”

“Sporting success and the arts.”

“Open libraries on a Sunday. Cheaper public transport. Better school buildings.”

“Increase/expansion of projects to beautify the city. Increase/expansion of projects such as the Education Action Zone.”

“It all comes down to one thing – more money coming into the town equals more people instead of the money going down the motorway to other cities.”

“Improve visibility of Police force to assist in improving the image of Hull. Need to get rid of those who are ‘proud’ to be unemployed, on benefits and live off state funding.”

City centre

“Creating a café culture all year round by offering dutch style covered conservatories in the city centre and creating a safer environment.”

“By making central area of Hull pleasant to visit at any time of day.”

“The city centre is ghost town during the early evening. We need more employment in the city centre, people, café culture, spending, living. People need a reason to come and stay in the city centre.”

“A vibrant nightlife is essential to attract best business talent. People should stop criticising the bars and get behind it.”

Housing/architecture

“Demolish run down areas of housing. Demolish and re-build many main road shops which are currently a disgrace. Funding may be partly obtained by a levy on house builders.”

“Quality of buildings and architecture and more green spaces.”

Image

“A more positive self image, constantly re-inforced through creating conditions for enterprise and an entrepreneurial spirit. Young people need role models and through the new 14-19 curriculum there will be a real opportunity for businesses to be become actively involved.”

“Raising Hull’s external image is important.”

Full results at-a-glance

Question	%/s*	Ave**	1st	2nd	3rd	4th	5th
Do you feel the priorities identified are the right ones to focus on for the future of the city?							
Yes	95%						
No	5%						
If yes, which do you consider to be most important?							
Economy and jobs	50%						
Education and skills	44%						
Quality of life	6%						
Which of these industries would you like to see Hull recognised for?							
Engineering and manufacturing	106	3.1	12%	21%	32%	15%	20%
New technologies and communications	82	2.4	26%	26%	30%	20%	5%
Ports and portside industries	85	2.5	35%	20%	15%	18%	12%
Shops, leisure and tourism	142	4.2	3%	9%	9%	26%	53%
Education and skills training	93	2.7	24%	24%	17%	26%	9%
The city's population is declining. Which of the following would encourage people to stay in Hull?							
Better schools and skills training	70	1.9	50%	25%	11%	8%	6%
Reduction in crime and fear of crime	111	3.1	3%	28%	33%	31%	5%
Better choice of housing	134	3.7	3%	11%	22%	39%	25%
More jobs and higher paid employment	74	2.1	39%	28%	28%	0%	5%
Better leisure and recreation activities	147	4.1	6%	11%	8%	19%	56%

Key:

* 's' is the overall score. Lower score = higher priority (i.e. 1 was top priority)

** The average priority is the total score divided by the number of responses. Lower average = higher priority.