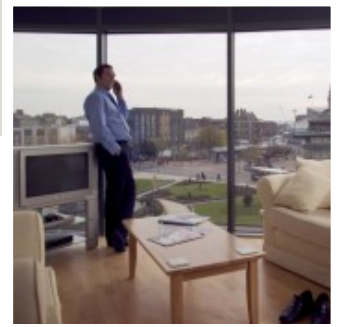


Hull Forward

Factsheet 21
April 2008



Hull Forward is the Economic Development Company for Hull.

Launched on 1 April 2008, it succeeds Hull Citybuild - Hull's former Urban Regeneration Company and merges in Hull Cityimage and the delivery element of the Council's economic development activity.



Hull Citybuild operated from 2002 until 2008 and worked towards implementing the regeneration strategy outlined in the City Centre Masterplan. Hull Forward will continue to act as the 'custodian' of the city's masterplan and will develop, co-ordinate and deliver both economic and physical regeneration under the masterplan arrangements. It will also market Hull in terms of inward investment and provide a leadership model for economic regeneration in the future.

Funded by Hull City Council, English Partnerships and Yorkshire Forward, it is a company limited by guarantee.

Economic Development Companies, (previously known as City Development Companies), were formed to drive economic growth and regeneration. The 2006 Local Government White Paper announced the intention of the Department for Communities and Local Government to promote the concept of city development companies for English cities and city-regions.

The Government envisaged that these new bodies would have many of the characteristics of Urban Regeneration Companies but would be given broader responsibilities for driving economic growth across cities. This could involve greater geographical coverage, a wider range of functions, increased profile and leverage over budgets.

Hull Forward has a wide geographic remit covering the whole city; an extension of the city centre focus of Citybuild. It will also be responsible for the delivery of economic as well as physical regeneration projects across the city; building on the predominantly physical aspect of Citybuild's work.

Hull Forward Board members:

1. Carl Minns - Leader, Hull City Council - Interim Chair
2. John Holmes - Chief Executive, Hull Forward
3. Charles Lewis - Independent Non-Executive
4. Jim Dick - Independent Non-Executive
5. Reverend Michael Hills - Senior Chaplain, North Humberstone Industrial Mission
6. Kim Ryley - Chief Executive, Hull City Council

7. Jan Anderson - Executive Director of Environment, Yorkshire Forward
8. Professor David Drewry - Vice-Chancellor, University of Hull
9. Rob Pearson - Area Director, Yorkshire, English Partnerships
10. Alan Brooke - Supply Director, Reckitt Benkiser
11. Tim Rix - Managing Director, Rix Petroleum Ltd
12. Dr Malcolm Joslin - Strategy & Communications Manager, BP Chemicals Ltd
13. Elaine McMahon - Principal, Hull College

Strategic Development Areas

The City Centre Masterplan identifies five Strategic Development Areas, plus St Stephen's, to drive the change agenda, selected because of their huge development and investment potential. An over-arching landscape framework binds the city centre together to create a unified core.

The Five Strategic Development Areas are:

Humber Quays - premier office district along the waterfront and the city's focus for international business. Humber Quays is also home to the World Trade Centre Hull & Humber.

Fruit Market - cosmopolitan development of an old town location including residential, workspace and specialist retail and leisure development, bordering Hull Marina.

Albion Square and Heart of the City - creative transformation of a diverse city quarter including office and residential development. This area includes Queen Victoria Square and Queen's Gardens.

Quay West (including St Stephen's) - further development of a vibrant retail circuit. This area is an extension of the existing Princes Quay Shopping Centre.

East Bank of the River Hull - housing-led riverside development along the East bank of the River Hull.

www.hull.co.uk