

# Saxton Bampfylde



## Professor and Head of Hull Business School

Appointment Brief

**August 2015**

REF: AHUN

Saxton Bampfylde  
35 Old Queen Street  
London SW1H 9JA

+44 (0)20 7227 0800  
[www.saxbam.com](http://www.saxbam.com)



## Message from the Vice-Chancellor

I welcome your interest in the University of Hull and am delighted that you are considering applying for the post of Professor and Dean of the Hull University Business School at what is an exciting time for the University.

The University of Hull's vision emphasises the pursuit of excellence. Our plans are bold and ambitious. They build on a proud heritage of academic achievement over almost ninety years, whilst clearly positioning the University of Hull as a forward-looking and engaged university that contributes proactively towards creating and shaping a better future through its passion for advancing knowledge, education, and empowering people. We pursue our academic endeavours in the international arena, whilst at the same time being strongly positioned as an anchor institution in our local and regional communities. A key objective is to enhance the University's stature and reputation, as it navigates the fast changing challenges of the higher education landscape.

We have embarked on the development of the next phase of our Strategic Plan, which will set the strategy for the period 2016–2020. The University of Hull is in the midst of a period of significant renewal and transformation across the institution, aimed at bringing about a step change in performance, in which the Professor and Dean of the Hull University Business School will play a key role. We shall attain this through significant investment – investment in people, new academic ventures, including a number of university-level institutes, and the development of a number of new buildings and facilities.

The Professor and Dean of the Hull University Business School is accountable to the Vice-Chancellor. He/she is a member of the University's Senior Management Group, which includes members of the Executive, the Deans of Faculty, the University Librarian, the Director of the Strategic Development Unit and the Principal of the Scarborough Campus.

The Professor and Dean of the Hull University Business School will be a visionary and inspirational leader, and will take responsibility for the strategic and operational performance and development of the School.

Within this pack you will find the following:

- Background information on the University of Hull
- Role description and person specification
- Application protocol
- Background information on Hull and the East Riding of Yorkshire

I very much look forward to receiving your application for what will be a stimulating, challenging and professionally fulfilling role. Please do not hesitate to let us know if you require more information.

Yours sincerely,



**Professor Calie Pistorius**

Vice-Chancellor

August 2015

## The Vice-Chancellor, Professor Calie Pistorius



Professor Calie Pistorius took up the position of Vice-Chancellor at the University of Hull on 1 September 2009. He was previously Vice-Chancellor and Principal of the University of Pretoria in South Africa from 2001 until 2009, and a former chairman of the National Advisory Council on Innovation (NACI) in South Africa.

Professor Pistorius obtained a BSc (Eng) cum laude in electronic engineering from the University of Pretoria in 1979, and a BEng (Hons) cum laude in electronic engineering from the same university in 1981. He obtained a Master of Science degree in electrical engineering from the Ohio State University in 1984, a PhD in electrical engineering from the same university in 1986, and a Masters degree in the management of technology from the Massachusetts Institute of Technology in 1994. He is also an alumnus of the Harvard Business School, having completed the AMP programme in October 2003.

Professor Pistorius is a Chartered Engineer, a Fellow of the IET, the Royal Society of South Africa and the South African Academy of Engineering, a Member of the Academy of Science of South Africa, and a Senior Member of the IEEE. He is a member of the boards of the Humber Local Enterprise Partnership (LEP), JISC and The Deep, and chairs Yorkshire Universities. He has acted as a consultant on issues relating to national innovation policy, competitiveness, management of technology and innovation, and published in these fields.



## About the University of Hull

The University of Hull is an institution rich in tradition and with a long heritage of academic excellence. Established in 1927 as University College Hull, it was initially a college of the University of London. In 1954 it was granted a Royal Charter and became England's fourteenth university.

*"...advance education, scholarship, knowledge and understanding by teaching and research, for the benefit of individuals and society at large"*

Royal Charter, University of Hull, 1954

The University's illustrious history includes pioneering developments in science and engineering, health, business, education, humanities, social sciences and performing arts. Its alumni and staff include some of the most inspirational figures of modern times. The University today is a vibrant and future-oriented institution, recognised for excellence in learning and teaching, as well for its commitment to research, enterprise and engagement. The University is known for its friendliness, high quality student experience and outstanding student satisfaction.



The University's main campus is located in Kingston upon Hull on the north bank of the River Humber. It is one of only a handful of coastal universities on the east coast of England, and is the primary provider of higher education in its hinterland in Hull and the Humber region, the East Riding of Yorkshire, Scarborough and North Yorkshire, North Lincolnshire, and North East Lincolnshire. Currently around 15,500 students are enrolled on University programmes, including more than 1,650 international students from over 100 countries.

The University's academic structure is arranged in six faculties: Hull University Business School (HUBS), the Faculty of Science and Engineering, the Faculty of Arts and Social Sciences, the Faculty of Education, the Faculty of Health and Social Care and the Hull York Medical School (jointly with the University of York).

Research and enterprise are core academic activities of the University. Amongst its most well-known achievements are the discovery of stable liquid crystals, which made the commercialisation of liquid crystal displays (LCD) possible, and the bone density scanner, which revolutionised the detection of osteoporosis. Both of these were featured in Eureka UK's list of '100 Discoveries and developments in UK universities that have changed the world'.

## The Strategic Plan

The University is in the process of developing the next phase of its strategy to steer the institution through the period to 2020. Strategic Plan (2016-2020) will rearticulate the University's long term vision, which embodies a spirit of 'going beyond' and emphasises the pursuit of an excellence agenda. The University aspires to be a 'University of Choice': an innovative and sustainable institution which inspires and has a transformative impact on people and society.

This vision is underpinned by our continuing mission to offer excellent learning and teaching, innovative research and enterprise, an outstanding student experience, and to be an engaged and international university. As an anchor institution, our objective is to ensure that our regions benefit by our presence and activities by contributing towards longer term outcomes. A recent independent study demonstrated that in 2013/14 the University generated £913.2m gross added value (GVA) and supported 7,972 jobs in the UK. It is only by striving to be a university that is recognised on an international level for excellence that we can fulfil our mission as an excellent anchor institution.

The aspirations and ambitious performance targets articulated in the current Strategic Plan (2011-2015) set the University on a trajectory of strategic renewal. Much has been achieved during this period and Strategic Plan (2016-2020) will be an investment-driven change strategy that builds on our momentum. It will take forward the major initiatives that we developed during 2011-2015, introduce new initiatives and position us for the tumultuous, uncertain and increasingly competitive new higher education environment that is unfolding. It is evident that step change rather than mere incremental change is required, and that is what will drive the new strategic planning imperative.

Four major strategic change initiatives are already being pursued, and will form key elements of the next phase of the strategic plan.

- The *Student Experience Programme* keeps our students at the heart of the University and is ensuring they are offered a personalised student experience in a supportive and creative environment;
- The *Academic Investment Initiative* is shaping the profile of the University's academic staff for 2020 and supporting them to develop their research and teaching in new and exciting ways;
- *Curriculum 2016+* is refining the University's core offer so that our students benefit from modern, attractive and stimulating courses;

- The *IT Transformation Journey* is enhancing and enabling academic and non-academic life across the University by improving information systems and services and introducing innovative solutions.

A significant enhancement in the scale and scope of the University's research and enterprise activities is also underway. This includes the recruitment of further outstanding research scholars, enhancements to research, enterprise and postgraduate support services, and the fostering of multi-disciplinary academic initiatives which will build on the disciplinary strengths within our faculties, departments and schools. A set of University institutes that cut across all faculties is being created to progress research addressing broad themes such as clinical and applied health, culture and the creative economies, digital economies, energy and environment, logistics, maritime, and slavery and emancipation.

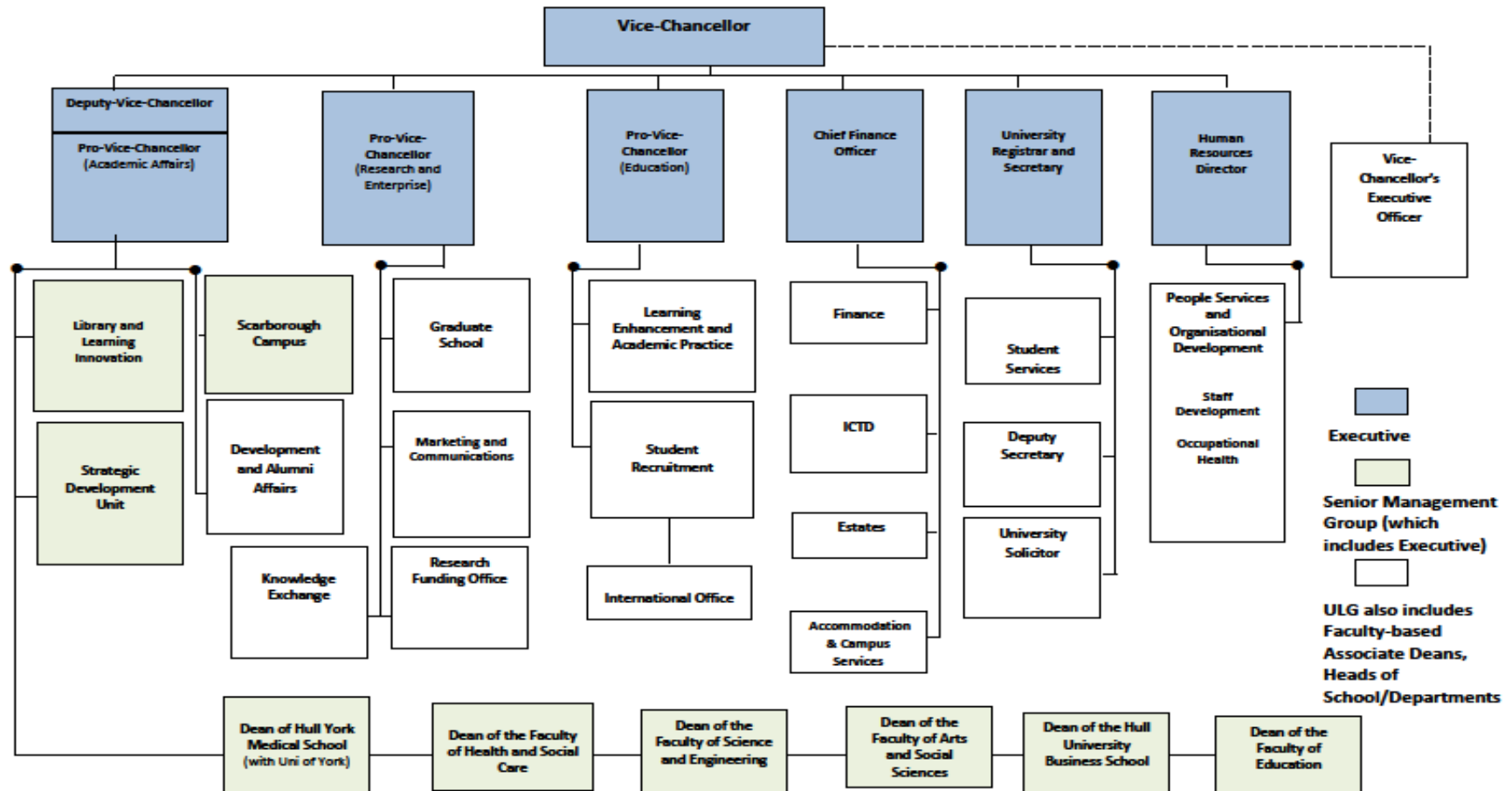
Only by doing things exceptionally well can the University achieve its vision. We are determined to exceed expectations and to encourage our students to strive for excellence in whatever they do in life. The challenge is great, but the University of Hull is a place where everyone contributes and is inspired by our ethos of 'going beyond'. The University is seeking and attracting people who share these ambitions and our passion for building a better world.

## **More information**

Detailed information regarding the University of Hull can be found on our website at: [www.hull.ac.uk](http://www.hull.ac.uk).

Key documents, including Strategic Plan (2011-2015), annual reports and statements of accounts, are located at: [www2.hull.ac.uk/theuniversity/key-documents.aspx](http://www2.hull.ac.uk/theuniversity/key-documents.aspx).

# Organisational Structure







Brynmor Jones Library

## About the Hull University Business School

The University has a clear vision for Hull University Business School (HUBS) to become a leading (top-25) UK business school with an international reputation for research, learning and teaching that is relevant to a fast-changing, interconnected world where integrity is important. The new Dean will be instrumental in shaping the detail of this vision.

The University established the business school in August 1999 to unify its existing academic activities in business and management and provide a foundation for growth and improvements in quality and reputation. In 2005 the School moved to its excellent and visually appealing premises following the major refurbishment of three listed buildings. The School has around 3200 students, of whom a fifth are taught outside the UK; but the University's intention is that those numbers will grow considerably and quickly.

In the most recent Guardian ranking tables, Business, Management and Marketing rose 33 places since last year, Accounting and Finance rose 18 places (to occupy the highest places they have held in the tables) and Economics rose 13 places. The School is committed to achieving the very highest standards, highlighted in its multiple industry accreditations (such as maximum ACCA exemptions) as well as its independent international accreditations such as AACSB, held by less than 5% of the world's 13,000 business programmes, and the AMBA accreditation for the MBA. This places the School in a select group of UK business schools, assures students of the commitment to providing an outstanding experience and further enhances the value of their degree in the global employment market.

The School provides an ***excellent learning and teaching*** and an ***excellent student experience***; National Student Survey scores are good (generally over 90% in question 22), employability is improving; it has a healthy staff to student ratio, and it has a good mix of Teaching and Research staff; it has enhanced its facilities including a new Bloomberg financial dealing suite; and (in line with the whole University) it is currently refreshing its entire curriculum for 2017 entry.

The School is striving to become more research-led with ***excellent research and enterprise***; the proportion of research-active staff has increased significantly over the past few years, and research income from a wide variety of sources is strongly increasing; they have created a vibrant and supportive research community, with research embedded within the life of the School, and with one of the largest Business PhD programmes in the country; the School has a very long history and international reputation in “Systems Thinking” and management science, and research excellence particularly in Organisational Behaviour / HRM, Economics, and now Finance, and improving in all other areas in the School.

Hull University Business School is ***an international School***, with a network of 90 academic partners; there are a number of strategic partners with which it has multi-level collaborations; the School teaches in various countries including with Hong Kong University SPACE, Romania, Singapore, Bahrain and Oman ; there are 900 international students, as well as summer school visitors, and many of the academic staff are from outside the UK; much of the School’s research is with international investigators.

This is ***an engaged School*** - an outward-looking School engaging with private-sector, public sector and community bodies, in many ways, including research, executive education, consulting student placements and Knowledge Transfer Partnerships; as the only university in the Humber region it has a particularly close relationship with regional business, particularly with a large network of Corporate Partners; the industrial year supported by the “World of Work” office is an attractive option for undergraduates.

The School seeks to be ***distinctive*** in research and working with students. Research foci include systemic analysis; ethics in management; applied management research; and research relevant to the School’s role as an anchor institution; much is multi-disciplinary. Teaching reflects these emphases and has a strong emphasis on employability; the School is a particularly friendly and supportive environment but directly linked to outputs of achievement, excellence and reaching potential. “Responsible leadership for a complex world” illustrates this emphasis.

The School is proud to be one of the first academic institutions to sign up to the Principles for Responsible Management Education and is an active player in the Academy of Business in Society (ABIS). This dedication to responsible business runs across the School and is particularly evident in the commitment to developing and implementing ethical research practices.

Hull University Business School (HUBS) is formally constituted as a faculty within the University of Hull with corresponding representation and influence through the University's Senate and other governance structures. The School has over 100 academic staff currently organised into five subject groupings:

- Accounting and Finance
- Economics
- Management Systems (including Logistics)
- Marketing and Business Strategy
- Organisational Behaviour / HRM

The academic staff are supported by administrative staff (led by a Chief Operating Officer). These groups form an integrated School. Heads of Subject Groups provide academic leadership to each group. Three Associate Deans have delegated authority from the Dean in the portfolios of International and Engagement; Learning and Teaching; and Research and Enterprise. A Strategic Executive meets regularly consisting of the Dean, the Associate Deans, the Heads of Subject Groups, and the Chief Operating Officer.

## **Role description and person specification**

### **Professor and Dean - The Hull University Business School**

The Dean is the senior executive of the Business School, and is accountable to the Vice-Chancellor for the effective, efficient and transparent management and administration of the School's full range of activities (as set out in the University's ordinances). He/she is a member of the Senate, chairs the School Board and represents the school on the Senate Executive Board. The Dean ensures that the School attains its agreed objectives and KPIs, creates an intellectually stimulating and culturally vibrant, pleasant, safe and eco-friendly environment in which students and staff can flourish, and one that is committed to effective, efficient, caring, collegiate and innovative approaches to learning and teaching, research and enterprise, and engagement, people-centred management and administration, and good governance.

The Dean provides academic leadership and vision for the Business School and is a member of the University's Senior Management Group (SMG). Together with the Vice-Chancellor (VC), other members of the Executive and Senior Management Group (SMG) and heads of academic departments, schools and service departments, Deans are responsible for the delivery and promotion of the University's vision, mission, strategic objectives and KPIs, contributions to the development and implementation of the University's strategic and operational plans, and through the promotion and enhancement of the University's reputation, stature and image. As such, all Deans share in institutional corporate responsibilities and activities that cut across the institution. Deans will, from time to time, participate in pan-University projects and committees, and also lead and participate in special projects.

Industry engagement-regionally, nationally and internationally-is an important element of the Business School's mission. The new Dean will be expected to have relevant experience and grow the School's activities in this area.

## Reporting lines

The Dean ultimately reports to the Vice-Chancellor, with a day-to-day reporting line to the Pro-Vice Chancellor (Academic Affairs). He/she is responsible and accountable to other members of the Executive regarding issues in their remit as appropriate, particularly the PVC (Education) for aspects relating to learning and teaching as well as student recruitment and internationalisation, and the PVC (Research and Enterprise) for aspects relating to research and enterprise. Heads of Subject Groups in the Business School report directly to the Dean, as do Associate Deans and other senior administrative staff.

## Main Duties

1. To provide general and academic leadership and vision in the Business School, enabling it to fully contribute to the University's vision, Strategic Plan and objectives. The Dean leads the School in a visionary manner that inspires the staff and students, promotes and encourages scholarship and academic excellence, and enhances the School's and University's stature and academic reputation.
2. To provide academic leadership in relation to learning and teaching, research and enterprise, and engagement; including scholarship and development of professional practice.
3. To manage and administer the School within the University's delegation framework, ensuring that the governance, management and organisational structures and processes of the faculty are effective, efficient and transparent, that the process of decision making is clear and that the operational processes conform to the University's Charter, Statute, Ordinances, policies, procedures and institutional rules. The Dean must ensure that he/she remains conversant with these University rules and is responsible for effective and efficient management and administration in the School. The Dean is responsible for setting KPIs and other performance metrics for the School, ensuring these metrics contribute towards the attainment of institutional objectives, targets and KPIs. In managing the School, the Dean works with the VC and other members of the Exec and SMG, as well as with the appropriate service departments, in addition to colleagues in his/her own faculty.
4. To lead, manage and administer the school's activities on the Scarborough campus (where appropriate) as an integral part of the school, working and liaising with the Principal of the Scarborough Campus.
5. To prepare, with colleagues and the Executive and other members of the SMG (as appropriate), the academic strategy and business plan for the faculty in accordance with the University's strategic plan and corporate objectives and to take responsibility for its delivery through effective and efficient operational planning.

6. To develop and actively pursue an income generation strategy for income generation from external sources to enhance the growth and diversification of income streams, including through continuing education and CPD, exploiting new business, and research and enterprise opportunities; and fundraising, in liaison with the Director of Development and Alumni Affairs. The Dean will ensure contacts with external bodies are executed in accordance with the University's delegations and rules, are diligently managed and agreed outputs are delivered on time and within budget. He/she will effectively manage the available financial resources to secure the financial viability of the school, whilst ensuring value-for-money.
7. To ensure that the School's programmes are delivered and research and enterprise conducted according to the rules and guidelines of the University and its Senate; that the curricula remain relevant and are continuously refreshed and renewed; and that the University's technological infrastructure supporting learning and teaching is optimally utilised. The Dean will seek opportunities for new and refreshed programmes in response to changes in market demand, ensuring that the quality and standards of programmes within the school's remit are maintained and enhanced.
8. To raise the research profile output and impact of the School, and to exploit the opportunities for working with business, public and private sector bodies and the community in the UK and abroad, ensuring that support is provided for the School's research and enterprise activities: and to promote and facilitate the School's participation in the University-level institutes and related interdisciplinary initiatives.
9. To ensure coherent and effective structures and processes within the School which maximise the quality of student experience and their level of satisfaction, enabling enhanced student recruitment and retention. The Dean will also ensure that the School encourages the broader development of students, and that an appropriate pastoral environment is provided (in conjunction with the central Student Support Service). The Dean is responsible for the promotion of quality in the school and adherence to the University's quality standards and norms, and is required to participate in internal audit processes where appropriate.
10. To promote and market the school and the University, working with the Department of Marketing and Communications where appropriate and aligning the School's marketing approaches with those of the University.
11. To ensure cooperation with regard to learning and teaching, research and enterprise, and engagement across departmental lines as well as between the various Faculties; and to pursue cooperation with other educational institutions in the UK and abroad in support of the University's strategic objectives and internationalisation strategy.

12. To work with key stakeholders, including employers and professional and statutory bodies, to promote the standing, recognition and reputation of the school and the University.
13. To represent the school internally and in the wider academic, professional and social communities in the UK and abroad.
14. To meet agreed targets for the recruitment of all categories of students.
15. To cultivate and maintain relations with alumni, liaising with the Director of Development and Alumni Relations.
16. To maximise the performance of all academic and support staff through effective leadership and performance management and through development and training of staff ensuring that staff are motivated to achieve the highest standards of performance in a collegiate and mutually supportive environment. The Dean will ensure that workload models, fair and transparent staff appraisal, and development and reward strategies are in place and effectively operated and aligned with the University's institutional expectations.
17. To promote internal communication, and ensure that all staff are kept informed of University and school affairs and plans (including the targets and progress with regard to the University's Strategic Plan), understand the external context in which they and their colleagues work and have the opportunity to contribute where appropriate to the formulation of policy.
18. To be accountable for:
  - Health and safety matters within the School, including the establishment and maintenance of safe working practices in accordance with legal requirements and University procedures.
  - Implementation of all the relevant equality and diversity statutory requirements within the school, in accordance with legal requirements and University policies.
  - Data protection and Freedom of Information issues within the school, in accordance with legal requirements and University policies.
  - Prevention of fraud and bribery in accordance with legal requirements and University policies.
  - The School's compliance with UK Visa and Immigration requirements
19. Deans are strongly encouraged to contribute personally to the learning and teaching within the school and to remain active with regard to research and enterprise. Participation in academic and learned societies as well as professional bodies is also encouraged.
20. To perform such other duties temporarily or on a continuing basis, as may reasonably be required, designated as such by the Vice-Chancellor or Pro Vice-Chancellors; as well as those designated to deans by the University's Charter, Statutes and Ordinances.

## Person specification: qualities, skills, competencies and experience

The Dean will lead and manage the Business School and, as appropriate, in the broader University, and as such he/she is expected to have and maintain an appropriate academic stature in an academic discipline commensurate with the academic activities of the school, typically on a professorial level. The Dean will have demonstrated abilities to execute the duties and responsibilities set out above, and in addition will have:

- An outstanding academic reputation with a proven track record, typically with a doctoral degree or equivalent, substantial research experience (demonstrated by publications in peer reviewed journals and/or books as well as the building of research groups and/or the creation of an environment that successfully produced research, personally supervision of doctoral and post-doctoral students and a record of successful grant income).
- Demonstrably successful experience of strategic business planning, leading strategic projects and people, and an ability to deliver results.
- An understanding of the HE environment in the UK, and business schools in particular, including the funding, research assessment and quality mechanisms.
- The ability to provide strong academic leadership and vision, enthuse and inspire, promote excellence in learning and teaching as well as research and enterprise, and engagement, and create an environment in which these can flourish.
- An understanding and appreciation of the academic disciplines in the Business School
- Experience of engagement and liaison with industry and the ability to grow this aspect of the School's activities.
- Credibility within the Business School, University and broader academic community, industry stakeholders and the ability to enhance and add value to the management cadre of the University.
- Experience of curriculum development and experience and understanding of the key imperative of national and international student recruitment and markets.
- Excellent team skills, interpersonal and communication skills (oral and written), an innovative mind set, the ability to delegate, a customer focus and the ability to persuade, influence and negotiate.
- Demonstrably successful management and administrative ability and experience at a senior level in a large complex organisation, including the management of change, innovation, human resources, physical and ICT resources, large budgets and business plans, risks, marketing and communications as well as quality assurance processes.

- Appropriate management training and qualifications will be a recommendation.

The Dean must have the ability and flexibility to travel in the UK, EU and abroad. Objectives are agreed annually with the Pro-Vice Chancellor (Academic Affairs), in consultation with other members of the Executive, with formal mid-year and end-of year assessments and the Dean will be expected to undertake required training, before and after appointment.

## Appointment terms

A Dean will have a substantial appointment as an academic in the University. The duties as Dean of the Hull University Business School will be additional to the substantial appointment and be of a fixed term nature.

A Dean will be appointed for an initial term of five years. At the end of this term, the Dean can be reappointed for a second five year term without the need for internal or external advertisement. The decision will be made by the University following an assessment of the Dean's and the Business School's performance during the term, and will be influenced by the future requirements of the post. At the end of the second term, the position will be advertised internally and externally. The incumbent may then apply if he/she wishes, although the application will be considered with other internal and external applications.

## Application Protocol

The University of Hull will be supported in this appointment process by the executive search firm Saxton Bampfylde.

For further information, including how to apply, please refer to the website of Saxton Bampfylde Ltd, our employment agency advisor, at [www.saxbam.com/jobs](http://www.saxbam.com/jobs) using reference AHUN. Alternatively, email [AHUN@saxbam.com](mailto:AHUN@saxbam.com) or telephone +44 (0) 20 7227 0890 (during office hours).

### **The closing date for applications is noon on Monday 7 September 2015**

Applications should please include:

- A covering letter explaining why this appointment interests you and setting out details of your current position, including a brief description of your duties and responsibilities, start date, current remuneration and notice period.
- Complete curriculum vitae, including full details of:
  - Educational and professional qualifications (indicating where and when they were obtained).
  - Employment history, giving details, where applicable, of management experience, budgets and numbers of people managed, and relevant achievements in recent posts.



- Current contact details, including postal address, daytime, evening and mobile telephone contact numbers, and e-mail address, which will be used with discretion.
- Details of three relevant referees (referees will only be contacted with your knowledge).
- Indication of eligibility to work in the UK.

It is important that you indicate in your covering letter how you adhere to the criteria set out in the role description and person specification, referring to evidence presented in the curriculum vitae.

## Queries

If you have any queries about any aspect of this appointment, or merely wish to have an informal discussion, please contact Saxton Bampfylde on +44 (0)20 7227 0890.

## The Appointment Process

Panel interviews are likely to take place during the **week commencing 12 October** and shortlisted candidates will be invited to have familiarisation visits prior to this. These visits are an essential part of the recruitment process. Partners of the shortlisted candidates are strongly encouraged to accompany the applicants. It is likely that shortlisted candidates will also be required to undertake psychometric assessments arranged by Saxton Bampfylde prior to the panel interviews.

## Expenses

Reasonable out of pocket expenses, supported by receipts, will be reimbursed, including second class return rail fare.

## References

The appointment will be subject to the receipt of relevant and satisfactory references and medical clearance.

## Relocation support

Relocation support is available.

## Equality

The University of Hull is committed to promoting equality and diversity in all its activities, and aims to provide a work, learning, research and teaching environment free from discrimination and unfair treatment. This commitment is set out in our Equality and Diversity Policy and other related policies.

The University of Hull is committed to eliminating unlawful discrimination, promoting equality of opportunity, and promoting good relations between people of different racial groups, abilities, gender, age, sexual orientation, religion and belief.

## **How you can help us**

All candidates are requested to complete the University's online Equal Opportunities Monitoring Form which can be downloaded from Saxton Bampfylde's website. The information on the form will be treated as confidential and used for statistical purposes only and will not be treated as part of your application.

## About Hull and the East Riding of Yorkshire

The University of Hull's main campus is located in the City of Kingston upon Hull. The city sits on the North bank of the River Humber, at the point where it is joined by the River Hull. The Yorkshire and Humber region has a population of nearly 5 million – and 12.5 million live within 2 hours' drive of Hull.



The city of Kingston upon Hull has a proud history. Founded in the 12th century, it received its Royal Charter in 1299 and has seen considerable fame and success as a market town, port, fishing and maritime centre, and industrial metropolis. Hull has a marked tradition of non-conformity, innovation and enlightened thought, reflecting the fact that, whilst it is on the eastern-most edge of England, it has been at the heart of a network of world-wide trade

routes for centuries, and remains a key gateway to Europe. The city featured prominently in the outbreak of the English Civil War in the 17th century, the abolition of slavery in the 19th century, and the fishing industry in the 20th century.

In 2014 national estate agency Rightmove named Harrogate (Yorkshire and the Humber) as the happiest place in Britain to live. Hull itself was placed 7th out of 100.

'People are slow to leave Hull, quick to return. And there are others who come, as they think, for a year or two, and stay a lifetime, sensing that they have found a city that is in the world, yet sufficiently on the edge of it to have a different resonance.'

Phillip Larkin, *A Rumoured City*

### City of Culture 2017

In 2017 Hull will be the UK City of Culture and host to a year-long programme of world-class arts and culture. A spectacular programme will deliver artistic excellence and events on a scale never seen before in the city. It will bring visitors from the whole of the UK and beyond, and take Hull to the world. The year 2017 has an added significance for the University, as the year when the institution will celebrate 90 years since its founding as 'University College Hull'.

Inspired by Larkin's poem 'Days', the ambition is for each day of City of Culture 2017 to make a difference to a life in the city, the UK and the world. There will be 1,500 events across 365 days, with 25 festivals and 15 national and international commissions.

City of Culture is a cornerstone of the city's new 10 year City Plan. It will generate a further 1,000 jobs, transforming the city through top-quality public realm works and major capital projects.

It will celebrate the city's phenomenal contribution to the world, from the Freedom Movement to the pioneering work of our artists, writers, musicians and inventors. We will also be welcoming the world to Hull, from our twin cities in Europe and Africa, and from international arts companies. With participation, volunteering, engagement and fun at its heart, everyone will have the chance to be part of a £30 million programme that aims to do nothing less than change lives.

The University is a key partner in UK City of Culture 2017. At the forefront of the bid, the University and its alumni are already major players in the programme. The Chair of UK City of Culture 2017 is Rosie Millard, one of our alumni. We are on the board of the delivery company, strategic partners in the programme, and will be represented as participants, artists and contributors, venues, supporters and researchers.

For further details on Hull's UK City of Culture programme you can visit:  
[www.hullcc.gov.uk/2017Hull](http://www.hullcc.gov.uk/2017Hull).

## **Business and the Economy**

### **Ports and Logistics**

The economy of Hull was built on trading and seafaring, firstly whaling and later sea fishing. After a period of industrial decline the city is now once again resurgent and vibrant. Although the fishing industry declined in the 1970s, the city remains a busy port, handling 13 million tonnes of cargo per year. In fact, Humber ports are the busiest port complex in the UK. One million passengers come through the Port of Hull every year, as does a third of the UK's coal and biomass. The University of Hull is home to the Logistics Institute. Established in 2005 with £20 million of investment from the European Regional Development Fund and others, the Institute is a world-class centre of excellence in global logistics and supply chain management.

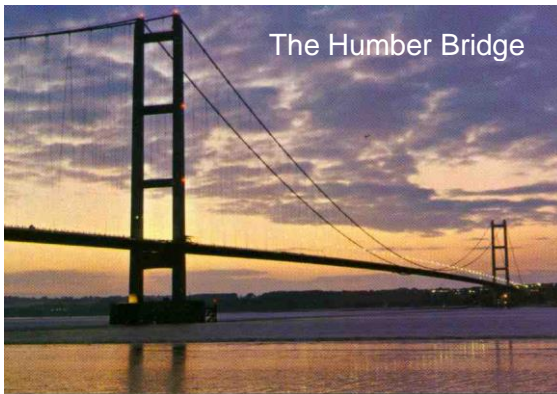
### **'The Energy Estuary'**

As well as the import of coal and biomass through the Humber ports, one fifth of the UK's natural gas comes ashore here. The region refines a quarter of the UK's oil, produces 17% of the UK's electricity through its power stations, and is the UK's number one biofuel producer. With three of the world's largest wind farms on our doorstep, the region's claim to be the UK's Energy Estuary was underlined by the recent investment in renewable energy and Greenport Hull – including £310 million from Siemens, who are investing in the creation of an enormous offshore wind turbine manufacturing and installation facility in Hull. This major investment in the UK's offshore wind industry will create a large number of new jobs directly in the Humber region, with many more in the supply chain, along with hundreds of jobs during the construction phase. The University of Hull has been heavily involved in these developments.

## Living in the Region

Hull is an exciting city, surrounded by the East Riding of Yorkshire. It is a fast paced riverside city that is investing in its people and its community. It is a thriving and dynamic waterfront community with a proud maritime heritage. With the celebrated engineering masterpiece of the Humber Bridge as a backdrop, the city played host to the Clipper Round the World Yacht Race in 2009/10, and the river is now one of the hosts of the annual P1 Powerboat Championship, adding a modern dimension to the city's maritime life.

The East Riding of Yorkshire is steeped in heritage and known for its beautiful and unspoilt countryside, open plains and rugged hills. It offers dramatic coastlines, award winning sandy beaches, picturesque villages and historic market towns. The coastal resorts of Flamborough Head, Bridlington, Hornsea and Withernsea are popular family destinations – as are the market towns of Beverley, Howden, Driffield, Pocklington and Market Weighton, which offer a more relaxed pace of life.



The unrivalled quality of life in Yorkshire and the Humber is founded on this combination of cosmopolitan urban areas surrounded by beautiful countryside. With no less than three national parks on the doorstep of a thriving commercial landscape, this is a region where work and life really can be kept in balance. As Britain's biggest county, Yorkshire has more historic houses, castles and national parkland than anywhere else, along with the best shopping in the North.

## Leisure

### Museums and Galleries, Theatres and Festivals

Entry into all of Hull's museums and galleries is free, and the range is exceptional – from the civic art collection, to the world's first museum of Club Culture located in the Fruit Market area.

Hull's Museum Quarter, on the High Street in the heart of the Old Town, is home to Wilberforce House, the 17th Century house that was the birthplace and home of William Wilberforce. Next door, The Streetlife Museum of Transport houses the city's transport and social history collections, whilst the Hull and East Riding Museum, also on the High Street, houses many of the city's most remarkable collections, ranging from prehistory to the 18th century. Highlights include the Hasholme Logboat, Britain's largest surviving prehistoric logboat; a major display of Roman mosaics; and extensive Viking collections.

Other visitor attractions include the Maritime Museum and the Ferens Art Gallery. The gallery's permanent collection of paintings and sculpture spans artistic periods from

medieval times to the present day. The collection includes European Old Masters, portraiture, marine paintings, and modern and contemporary British art. Highlights include masterpieces by Frans Hals, Antonio Canaletto, Stanley Spencer, David Hockney, Helen Chadwick and Gillian Wearing.



The Deep

A popular attraction is The Deep, one of the most spectacular aquariums in the world, an award-winning visitor attraction, and a research partner of the University of Hull.

The city is also home to historic ships such as the Arctic Corsair, a veteran of the Cod Wars, and the Spurn Lightship, moored in the Hull Marina. The Marina is home to over 250 yachts and pleasure boats, and is the centrepiece of a range of excellent pubs, restaurants and waterfront cafes dotted along the cobbled streets leading to the Old Town.

The city has two main theatres. Hull New Theatre, which opened in 1939, is the largest venue and features musicals, opera, ballet, drama, children's shows and pantomime. The Hull Truck Theatre is a smaller independent theatre, established in 1971, that regularly features plays, notably those written by John Godber. Since April 2009, the Hull Truck Theatre has had a new £14.5 million, 440 seat venue in the St. Stephen's Development. The playwright Alan Plater was brought up in Hull and was associated with Hull Truck Theatre, whilst Richard Bean, writer of the award-winning *One Man, Two Guvnors*, is also from the city. The University is home to the oldest drama studies department in the country, and a number of independent theatre companies have been set up in recent years by graduates of the University.

"A city of generous character, it is difficult to live in it for any length of time and remain oblivious of its available but indefinable identity."

Douglas Dunn OBE, Poet & University of Hull Alumnus  
**Theatre and the Performing Arts**

The city hosts the annual Freedom Festival. Freedom Festival is the lasting legacy of the Wilberforce 2007 campaign, which celebrated the pioneering work of Hull-born MP William Wilberforce and the bicentenary of the abolition of the slave trade in the British Empire. During 2007, Hull was at the centre of the world's bicentennial celebrations, remembering the life and work of Hull's most famous son.

The city commemorated with 34 weeks of events and activities, highlighting issues of slavery and emancipation that are still current today. Following that successful year, it was agreed that Wilberforce's legacy needed to be marked and celebrated annually, and Freedom Festival was born.

Recognising this, and the importance of the Festival in the city's cultural life, the University is a partner in Freedom Festival.

The city has a proud popular music tradition. Acts as diverse as Mick Ronson, Roland Gift, the Beautiful South and The Foals (themselves graduates of the University) are from Hull, and the Humber Street Sesh is a popular music festival centred on the city's up and coming Fruit Market area.



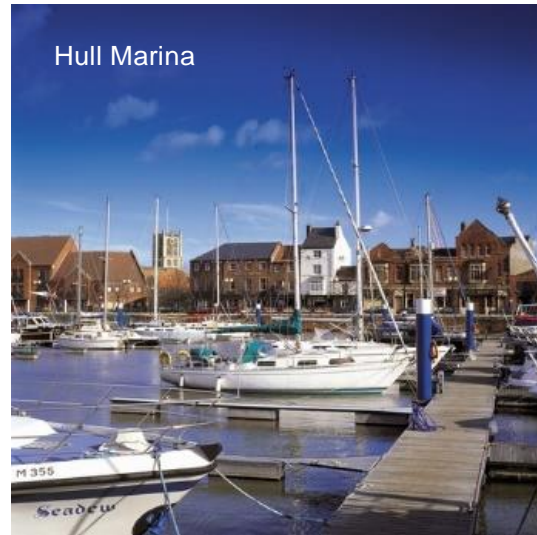
'Freedom Festival'



The Hull History Centre

## Parks

Hull has a large number of parks and green spaces. These include East Park, Pearson Park, Pickering Park and West Park. West Park is home to Hull's KC Stadium and the annual Hull Fair. Pearson Park contains a lake and a 'Victorian Conservatory' housing birds and reptiles. East Park has a large boating lake and a collection of birds and animals. East Park and Pearson Park are registered by English Heritage as Grade II listed sites. The city centre has the large Queen's Gardens parkland at its heart. The parkland was originally built as formal ornamental gardens to fill in the former Queen's Dock. It is now a more flexible grassed and landscaped area used for concerts and festivals, but retains a large ornamental flower circus and fountain at its western end.



## Retail

Hull city centre offers a varied choice of retail department stores, a number of major shopping centres, and many smaller outlets and designer boutiques. A number of superstores are located elsewhere in the city and surrounds. Since its opening in September 2007, the stunning retail-led mixed-use city centre development, St. Stephen's, has brought 50 big name brands to the city, including Zara, H&M and Jane Norman. As the second-largest regeneration project of its kind in the UK, the state-of-the-art scheme covers a 40 acre site in the heart of Hull.



Princes Quay, a modern glass shopping centre built on stilts over the water in an old dock, is home to many of the major chain stores and



designer outlets, and is a popular choice amongst shoppers. Quay West, a major redevelopment of the area surrounding Princes Quay, will create a dedicated retail and leisure zone as an extension of the shopping centre, and provide flagship stores for retailers not yet represented in the city.

Just a few steps away from Princes Quay, shoppers can relax at the array of waterfront cafes and bars next to the Marina before following the cobbled streets to the Old Town, where the indoor market offers a diverse range of goods, including everything from fresh fruit and flowers to handbags and handmade cards.



## Sport

Hull is one of the sporting capitals of the UK. The 25,000-seat Kingston Communications (KC) Stadium is home to Hull City AFC (“The Tigers”), the city’s Championship football team. “The Tigers”, owned by local businessman, philanthropist and University of Hull graduate Dr Assem Allam, recently played Arsenal at the 2014 FA Cup Final at Wembley.



Hull is also a rugby league hub, having two clubs who play in the Super League. Hull F.C. play at the KC Stadium, while Hull Kingston Rovers play at Craven Park in East Hull.

For those who prefer to participate rather than spectate, Hull offers plenty of opportunities to get the blood pumping. The region has the biggest Sunday football league in the country, and offers top-flight rugby teams, cricket and hockey clubs, as well as public and private golf and tennis clubs. Hull has the North's largest indoor full swing state-of-the-art golf simulator centre and, for climbing enthusiasts, there's Rock City, one of the country's best indoor climbing centres.



The region's abundance of water makes it an excellent location for water sports. Sites include Fossehill, Welton Sailing Club, Yorkshire Water Ski Club and The Deep Dive School.

## Housing

The East Riding of Yorkshire and Hull offer a diverse and impressive range of housing choices, all offering incredible value for money.

City living has burgeoned, with apartments in historic old buildings and sparkling new riverside complexes – all at a much more affordable cost than many other cities – attracting people back to the heart of the city. Georgian townhouses stand proudly in the heart of the old town. Just a stone’s throw from the city centre, leafy avenues offer more traditional housing in large Victorian properties. Many suburbs are developing a reputation for their bohemian atmosphere, inviting people to enjoy the laid back lifestyle with a growth in café bars, delicatessens, boutique shops and arts venues. Waterfront city-villages offer excellent modern family housing from 1-5 bedrooms, just a short walk from work in the city centre.



Beyond the city itself, unspoilt village communities and elegant market towns in the East Riding of Yorkshire complement the urban centre. Country life still allows for easy access to the buzzing city, with secluded farmhouses available just 20 minutes from the city centre. The East Riding of Yorkshire is known for its spectacular coast and countryside, and offers a high quality of living in market towns such as Beverley, which is located only a few miles

from the University of Hull.

## Education and Schooling

The area provides a broad range of educational opportunities close to the University, including a number of Further and Higher Education Colleges (including Hull College, Bishop Burton College, East Riding College and Selby College, as well as the Grimsby Institute for Further and Higher Education and the North Lindsey College in Lincolnshire). A number of schools and academies in Hull and the East Riding have been rated Outstanding by Ofsted. The area also offers a good choice of independent schools with boarding and day school options, from nursery age to 18. Some of the leading independent schools in the area include Hymers College, Hull Collegiate School and Pocklington School.

## Getting to Hull

Hull's position at the gateway to Europe makes it an important centre for national and international travel. The city has excellent transport connections, and a unique combination of air, sea, road and rail links.

### By Road

Hull is equidistant (200 miles) from London and Edinburgh. The M62 joins Hull to Leeds, Manchester and Liverpool. Hull is located 100 miles from Manchester, and less than an hour's drive from Leeds and York.

### By Rail

In addition to the Transpennine Express and Northern Rail, Hull has its own rail company, Hull Trains, which offers special rates to and from the city, providing seven daily direct rail services to and from London in as little as 2½ hours. Visit [www.hulltrains.co.uk](http://www.hulltrains.co.uk) for more details.

### By Air

Humberside International Airport is only five miles south of the Humber Bridge and 30 minutes' drive from the centre of Hull. KLM run four daily flights to Amsterdam, where over 300 worldwide connections can be reached. The airport also offers year round flights to popular holiday destinations. Visit [www.humberside-airport.co.uk](http://www.humberside-airport.co.uk) for more

details. Robin Hood Airport is one of the UK's newest Airports, an hour's drive away, offering low cost and holiday flights to many destinations across Europe and beyond.

## By Sea

P&O Ferries offer daily overnight services from Hull to Rotterdam and Zeebrugge. The one million passengers using the port annually can now travel on the Pride of Hull and her sister ship, Pride of Rotterdam, which are the largest cruise ferries in the world. Visit [www.poferries.com](http://www.poferries.com) for more details.

## More information on Hull, the East Riding and Yorkshire

Please visit the following websites:

- [www.hull.co.uk](http://www.hull.co.uk)
- [www.activhull.com](http://www.activhull.com)
- [www.eastriding.gov.uk](http://www.eastriding.gov.uk)
- [www.hullcc.gov.uk](http://www.hullcc.gov.uk)
- [www.yorkshire.com](http://www.yorkshire.com)
- [www.visithullandeastyorkshire.co.uk](http://www.visithullandeastyorkshire.co.uk)



## Picture Credits

The University of Hull unless stated:

Page 20	The Humber Bridge – <a href="http://www.ITV.com">www.ITV.com</a>
Page 21	The Deep – <a href="http://www.facebook.com/superbreak-york">www.facebook.com / superbreak-york</a>
Page 22	Hull Pier/The Deep – Samantha Wellar – <a href="http://www.wordpress.com">www.wordpress.com</a>
Page 22	The Hull History centre – <a href="http://www.hull.co.uk">www.hull.co.uk</a>
Page 22	Freedom Festival – Queen Victoria Square – <a href="http://www.hull.co.uk">www.hull.co.uk</a>
Page 23	Hull Marina – <a href="http://news.bbc.co.uk">news.bbc.co.uk</a>
Page 23	Side shot – Princes Quay, Shopping Centre – <a href="http://www.patrington-haven.co.uk">www.patrington-haven.co.uk</a>
Page 23	Princes Quay – <a href="http://www.flickr.com">www.flickr.com</a>
Page 24	KC Stadium – <a href="http://KCstadium.com">KCstadium.com</a>
Page 24	Clipper – <a href="http://www.wordpress.com">www.wordpress.com</a>
Page 25	Beverley Minster – <a href="http://www.ncem.co.uk">www.ncem.co.uk</a>
Page 26	The Wolds – <a href="http://www.visithullandeastyorkshire.com">www.visithullandeastyorkshire.com</a>