More Than Moments:

The Impact of Culture in Hull and East Yorkshire

HEY CREATIVE
Advancing our cultural landscape

In 2025, HEY Creative commissioned research to establish a robust, region-wide evidence base for the economic and social impact of culture across Hull and East Yorkshire (HEY).

Culture Brings

£101.2 million

into our

regional economy

every year

The evidence demonstrates that culture is a significant economic and social asset in HEY

Culture's economic impact is comparable to major industrial sectors, while its social value (driven largely by wellbeing benefits) far exceeds its direct financial footprint.

Year on Year culture creates £1.14 billion of social value for people and communities.

The social value of culture in HEY demonstrates the impact of culture on our wellbeing and communities: a social return on investment of 25:1 - £25 of social benefit for every £1 invested.

Every £1 invested in culture creates up to £25 of social value for our communities

Culture in HEY is not a peripheral sector. It is core regional infrastructure, contributing significantly to:

- Economic growth and productivity
- Health and wellbeing outcomes
- Skills development and workforce resilience
- Pride of place and social cohesion

250+ venues

across

Hull & East Yorkshire.

Culture brings people together.

12,954

volunteers keep culture alive in Hull & East Yorkshire

2,100+ people

Employed.

Because of

Culture.

For businesses, culture drives economic development, workforce wellbeing and place competitiveness. For local authorities and funders, culture delivers measurable economic and social returns. And for residents, it makes our region a vibrant and connected place to live.

365 businesses

sustained.

By Culture.

Despite these strengths, the report identifies structural challenges that constrain growth:

- Underinvestment relative to national benchmarks Arts Council England investment is ~25% lower per head than average
- Slower sector growth Employment and growth lag behind national sector trends
- Concentration of activity Workforce and enterprises clustered in a limited number of sub-sectors
- Participation gap Cultural engagement is below national average (88.4% vs 91%)
- Inequality of access Barriers linked to deprivation, rurality, disability and transport

While the sector is strong, it is not yet reaching its full potential.

25% less

Arts Council funding

per person

than the national average

Everyone has a role to play. Later in 2026, HEY Creative will publish an action plan setting out our own contribution and how we will work with partners to deliver this change.

Together, we can ensure culture continues to power our economy, strengthen our communities and shape the future.

view the full report here