

LAGOON HULL

You decide!

We live in such a fantastic region. There are so many exciting projects on the horizon!

I know! But what will make these projects – and our region – really take off is a joined-up approach and real collaboration.

Lagoon Hull holds the key!

Hull is the most vulnerable city in the UK to coastal flooding & rising sea levels after London. A tidal surge is predicted.

How do you prepare?

A

Do nothing.

B

Continue with existing flood defence improvement programmes and emerging strategies.

C

Construct Lagoon Hull!

Hull and its surrounding areas are submerged, causing unspeakable damage.

Hull and its surrounding areas are protected until 2100.

Hull and its surrounding areas are protected until 2115 and we also have better transport, more jobs, greater economic growth putting money into the community, and an exciting city to live in.

GAME OVER!

We've survived a tidal surge. Great! But now we have another challenge to overcome...

School leavers and university students are leaving the region for better job offers in neighbouring cities.

How do we avoid losing the young and talented from the Humber?

A

Do nothing and hope they'll come back eventually...

B

Continue to develop on all the current initiatives and programmes supporting job creation & training, and support our region's transition to low carbon technology.

C

Construct Lagoon Hull & create almost 20,000 new jobs.

'Wait and see' is never the answer!

The loss of the young and talented continues and we're left with an unskilled and aging workforce, ill-equipped to cope with future industries.

Less people are leaving, but retaining our young people is about more than just work.

We need a far-reaching job creation strategy and placemaking agenda that makes our region a magnet for future living.

Through the redevelopment of our waterfront and major expansion of our port capacity, Lagoon Hull supports our transition to a low carbon future, provides the critical infrastructure to underpin a step change in the number of new jobs and creates an exciting city to attract and retain our skilled people.

GAME OVER!

We've managed to keep our school leavers and university students in the region and keep the workers our region's development needs! But there's another problem...

These skilled workers are now wanting to settle down and start families.

How do we keep them in the Humber?

A

Do nothing. Won't cheap housing be enough to make people stay?

B

Continue with the many current development plans and initiatives that are substantially improving the city and surrounding areas.

C

Construct Lagoon Hull as well & capitalise on waterfront development space, green spaces and create a smart city of the future.

No! The region's population has nowhere to go on a Friday night, no community and lives in an area that isn't built for the future. They become disenfranchised and move on to pastures new...

This will make a real difference, but we need a big idea and far-reaching strategy to make a transformational change that will really put our region on the map and create the place to live on the Humber.

The creation of a truly maritime city...

where everyone is connected to the waterscape around them through work, living and recreation, creates a sustainable city for our low carbon future and is a magnet for future generations.

GAME OVER!

Fantastic, families are here to stay! Investment in the region is increasing rapidly and the local economy is booming – largely thanks to the renewable energy sector's growth and the development of low carbon technology in adapting our major industries.

How do you propose supporting this growth (and getting in on the action)?

A

Do nothing.

B

Continue with the many current development plans and initiatives around the Humber in all the public, private and academic sectors that are driving the change to the green 'Energy Estuary' and a low carbon Humber.

C

Construct Lagoon Hull as well & create the critical supporting infrastructure our region needs to support and work in partnership with all other sectors and development plans.

The opportunity this region has to be a leading light in our country's sustainable low carbon future is missed.

See our region adapt and grow.

The emerging Green 'Energy Estuary' is protected. Our critical transport connections move efficiently, We have the skilled workers and jobs we need. We have a great place to live, work and stay. See our region adapt to a changing future, grow and take off.