



“Hull’s been home to many trailblazers, mavericks and free thinkers throughout its history.” - University of Hull

Kingston-upon-Hull, more commonly known as Hull, is located on the Humber Estuary and is one of the UK’s most significant port cities.

This maritime destination combines a beautiful seafront lifestyle with cutting edge industry, world-class education and a unique cultural offering to create one of the UK’s most exciting living environments.

Hull is growing fast with millions of pounds of investment underway and a leading role in the UK’s green revolution. Great jobs and a bright future are on offer in Hull, but the city is also a major tourist destination with millions of people visiting the region each year and putting a lot of pressure on the available short-stay accommodation.

Together, these factors make Hull a stand-out prospect for property investors who can enjoy relatively low entry prices compared to other major cities, while still benefitting from high demand for homes. Find out everything you need to know about why you should invest in Hull property by reading this guide.

266,500

Population Of Kingston-Upon-Hull (Ons)

10,000

Population Growth By 2030 (Hull Local Plan To 2030)

£5.5bn+

Size Of Hull’s Economy (Hull City Council)

8,400

Number Of Businesses In Hull (Hull City Council)

120,000

Number Of Jobs In Hull

WELCOME TO HULL



HULL HOUSING MARKET

Hull's population has been growing steadily for many years, with 4.3% growth being recorded over the last Census period. The Office for National Statistics now puts the city's total population at 266,500 and estimates the Hull Local Plan to 2030 will see another 10,000 people call the city home by the end of the decade.

That population growth has not been matched by the rate of new housebuilding and so the demand for available housing stock keeps going up. Figures from SpareRoom for the last full year on record show a sixfold increase in demand and a 52% fall in available properties in Hull. This points to a major shortage of properties and indicates the high potential for growing rents in the coming years. When it comes to house prices, the average in Hull is approximately £161,000 which is a lower price of entry than other major cities and includes lots of room for capital appreciation in the future.

This lack of supply is based on the shortage of available brownfield land for new developments and the low construction rates in the city. Cllr Paul Drake-Davis, Hull City Council's portfolio holder for regeneration, said: "Like many other towns and cities in the UK, there is a huge housing shortage in Hull that needs to be addressed and cannot be ignored."

With the aforementioned population growth expected over the rest of the decade, this means that investing in Hull now could be a smart choice for savvy investors. Savills projections show that the wider Yorkshire and Humber region could be looking at property value growth of 20.2% by the end of 2028 as the current property growth cycle kicks in.

This is especially the case when it comes to premium city centre apartments. Hull has a relative lack of this property type and they are likely to see high demand over the coming years and more high quality jobs are created in the city and the number of international students keep growing. This is a big opportunity for property investors to make the most of a market with a lot of potential at the start of its new cycle.



HULL'S ECONOMIC TRANSFORMATION

Hull is Yorkshire's maritime city and has become one of the UK's most important manufacturing and energy hubs. It's position on the River Humber gives it a unique sense of place built on 800 years of seafaring and a high-tech future that is delivering new jobs, industry and an aspirational lifestyle.

This is a 21st century city and a global leader in modern manufacturing with an annual GVA of more than £5.5bn. More than 8,400 businesses and 120,000 jobs are based here across the range of sectors and make Hull a highly attractive place to live for professionals

Climate, environmental and green tech

Hull's biggest success story is the its leading role in the climate, environmental and green technology sectors which have together given Hull a second life and made it a globally important business hub.

Known as the UK's "energy estuary", Hull was also the country's first digitally enabled city with full fibre broadband provided to everyone. It's easy to see why Hull is so attractive to businesses including Siemens Gamesa, Smith and Nephew, P&O, Sonoco- Trident, Ideal Heating, and BP.

"There are few places around the world more crucial to the road to net zero and industrial decarbonisation than the Humber – it is a location from which so much can be achieved and learned."

Jorgen Sandstrom
Head of Energy, Materials, Infrastructure Program at the World Economic Forum



Hull also excels in other modern, high tech industries across the knowledge and creative sectors thanks to a city-wide 5G broadband infrastructure that makes it among the fastest digital cities in the world. It is one of the most cost-effective places in the UK to run a tech company and more than 7,000 people are employed in the sector. Known as a 'smart city', Hull works in partnership with giants like Microsoft, Cisco and Connexin to provide a first-class business environment.

As well as providing the digital infrastructure needed by companies in this sector, Hull is also home to several unique features which elevate it above the competition. These include the Viper supercomputer which is the highest rated High Performance Computing centre in the North, and the Hull Immersive Visualisation Environment which includes advanced technologies like a virtual reality immersive cube, VR theatre and gigapixel wall facilities for innovative companies to make use of.

With all that in mind it is no surprise that Hull has punched above its weight in this sector, even being named the North's top city for tech investment by Tech Nation as recently as 2020.

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DIGITAL, KNOWLEDGE AND CREATIVE SECTOR

The background image is a vibrant photograph of the Hull waterfront. In the foreground, a modern glass and steel bridge spans the water. Behind it, the historic Maritime Museum with its distinctive domes and clock tower stands prominently. A red double-decker bus is visible on the water, and other buildings line the shore under a clear blue sky. The water reflects the buildings and the bridge.

PHARMACEUTICALS, HEALTH TECHNOLOGY AND HEALTHCARE

Hull's advanced manufacturing heritage and the deep talent pool of workers skilled in this area has allowed it to develop as a home for pharmaceutical, health tech and healthcare firms which are innovating and developing the next generation of medical technology.

Major local companies including Reckitt (£200m) and Invidior (£23m) have committed to further investment in Hull as the sector keeps on expanding. These companies are linked to the next generation of professionals through the Hull York Medical School – backed by the University of Hull – and will benefit from the new medi-tech centre in the West Docklands regeneration area. It is anticipated that this will bring many new jobs to Hull in this sector.



Hull is one of the most popular tourist spots in Yorkshire and is the region's only port city. Figures from Visit Hull and East Yorkshire show that more than 6 million people visit Hull each year and bring more than £350m with them. Councillor Dave Craker, former portfolio holder for culture and tourism at Hull City Council said :

“The city has seen unprecedented growth in its visitor economy over the past 10 years.

Our visitor economy brings millions of pounds into the city, benefiting various businesses, especially in the hospitality sector, as well as creating thousands of additional jobs for people in our region.”

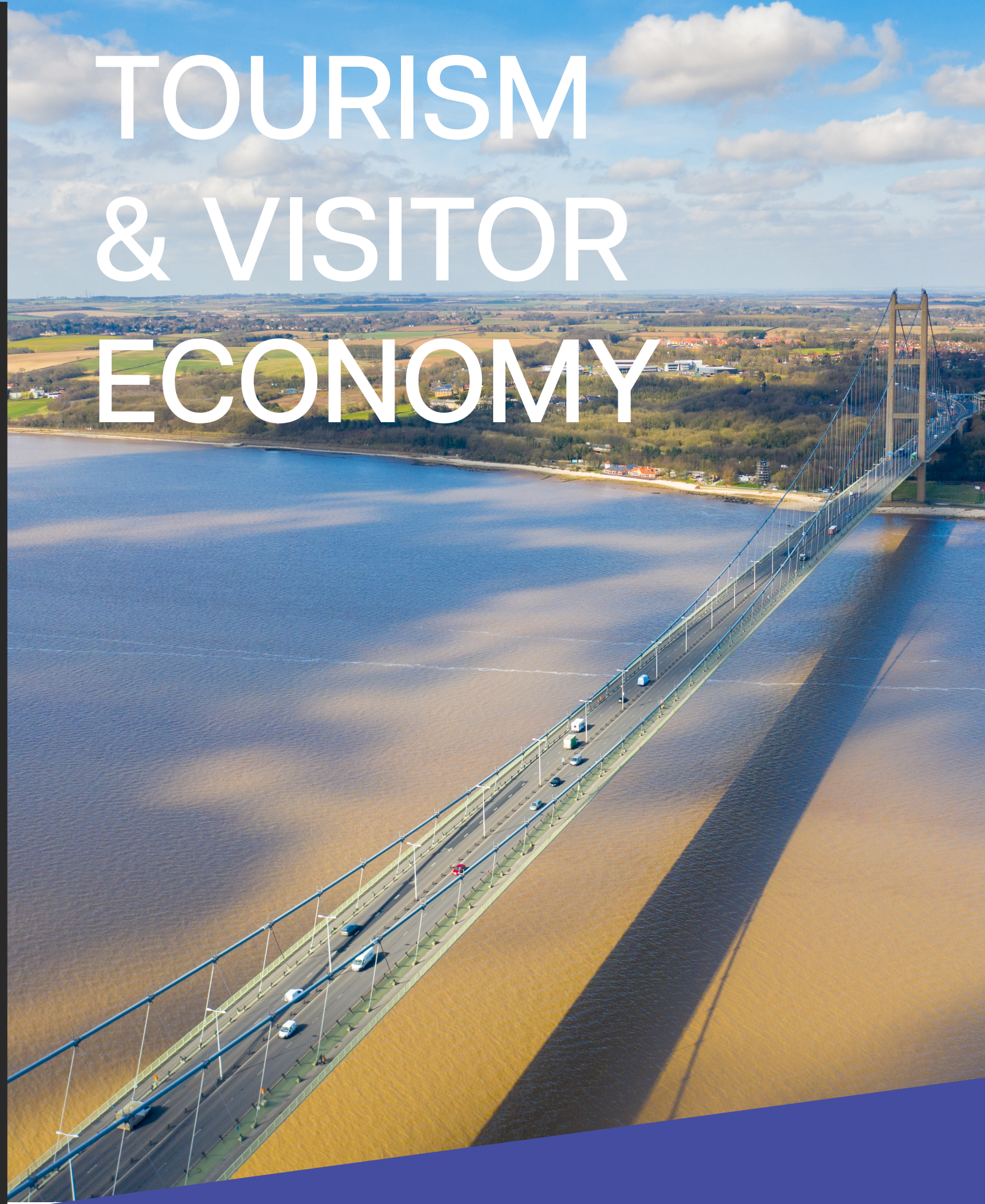
Within the wider region based around Hull, the annual spend from visitors is £963m which includes more than 5 million overnight stays, 18.3 million day trips and more than 21,000 jobs. This is a nationally significant tourist area that requires a large number of beds to accommodate all the visitors.

Following the success of 2017's City of Culture programme, another £250m has been invested in Hull to make it a world class destination. The combination of Hull's historic old town and its thriving waterfront will be joined by a 3,500- seat venue, a regenerated indoor market hall, refreshed public spaces, improved pathways and the Yorkshire Maritime Project.

That project will complete by the end of 2024 and aims to restore five key heritage assets that draw on Hull's 800-year history as a key port. This is exactly the sort of tourist attraction that is needed to take Hull to the next level and it is anticipated that it will bring an extra 300,000 visitors to the city each year.

More people means that more beds will be needed. Short-stay accommodation in residential apartments is an increasingly popular option for UK and international tourists who want something more than the traditional hotel experience. Apartments in the city centre will likely be popular choices and represent a strong potential investment opportunity

TOURISM & VISITOR ECONOMY



REGENERATION

Hull is the beneficiary of large scale public and private investment into regeneration projects which are the perfect complement to the city's economic growth. Together, these regeneration projects touch all areas of life in Hull and are remaking the city to create an attractive, modern destination on the UK's east coast.

What's more, they are all within easy reach of The Merchant residents who will be able to make the most of Hull's investment and regeneration on a daily basis.

Albion square

Located round the corner from The Merchant, Albion Square is a £96m city centre project to create a mixed-use hub through the upgrade of existing spaces. This investment will create a whole new business, residential and commercial district in Hull that will provide 386 jobs, 226 homes and a range of prime offices and retail spaces by 2026.

Hull is already gaining a reputation for being an affordable business location and Albion Square will only make the city more attractive to businesses. This should lead to an influx of young professionals who will need housing like that provided at The Merchant.

Whitefriargate

Historically Hull's main shopping street, the Whitefriargate area is being reinvented by the City Council to attract tourism and new creative industries. The area's historic value as Hull's 'old town' is unequalled in the city and represents a major opportunity for regeneration that will create jobs, promote culture and attract a whole new range of businesses.

The plan also aims to bring national and regional food and beverage operators to the forefront, creating a new leisure district for the city that will make Hull an even more attractive place to live once complete.

Western Docklands

Hull's Western Docklands is the focus of an improvement plan to create a new cruise terminal, medical technology centre, a range of housing and other mixed-use spaces which will provide more retail units and support for businesses. It is being hailed as a new chapter for Hull and received planning permission in Q4 2023.

Cllr Paul Drake-Davis, portfolio holder for regeneration and housing, said: "The council sees real potential for positive regeneration and change in the West Docklands area and this new masterplan will help to make that a reality.

"This plan aims to bring employment and economic growth to the area, as well as the retention of the ice arena and expansion of leisure activities.



The University of Hull is one of the oldest in the UK and teaches 16,000 students each year. It makes a major economic contribution of almost £200m to the city each year and benefits from being part of the region with the highest number of international students outside London – a demonstration of Hull's global footprint.

Pro-Vice-Chancellor, Professor Philip Gilmartin, said:

“The University of Hull has a long tradition of attracting international students to studying in Hull.

Each year, we recruit over 4,000 international students from more than 70 countries and we have partnerships with over 100 global universities for research collaboration, student exchange, and joint teaching.”

For younger students, The Merchant is located close to a range of high quality schools for learners of all ages, from primary all the way up to sixth form college. Schools including Froebers House Preparatory School, Hymers College and Hull Grammar School are easily accessible from The Merchant and provide great education options for residents.

As well as being an ideal home for graduates and students from around the world who have come to Hull, The Merchant is also ideal for families who want to be close to high quality schools.



TOP TIER EDUCATION

As well as being digitally connected, Hull also has great access to the national transport network and the rest of the world. This connectivity is a key part of the city's economic strategy and it is also a factor in how Hull successfully attracts 4,000 international students each year.

Within the city, Hull operates a full bus network and the regeneration of the city centre and surrounding areas is heavily focussed on creating a healthy, walkable city. The Local Transport Plan 2020-2026 recognises that good transport routes are vital to Hull's ambitions and lays out cycling routes, walking routes, transit plans and public transport network updates that are designed to grow the economy, create jobs and make Hull a healthier place to live.

TRAIN

Hull Paragon Interchange is the heart of transport in Hull and connects the city to the rest of the UK. Cities including Manchester, Sheffield and York are all simple train journeys from Hull, and the proposed Network North plans would cut travel times even further. The station itself completed a £1.3m upgrade in 2022 which improved every aspect of the station's operations. Matt Rice, North & East Route Director for Network Rail, said: "We've made some important changes which will make a huge difference for passengers. People travelling to or from Hull station can now expect more reliable, on-time journeys."

YORK – 1 HR 4 MINS
SHEFFIELD – 1 HR 23 MINS
MANCHESTER – 1 HR 46 MINS

AIR

Humberside Airport operates a short distance from the city centre and provides links to cities across Europe including Amsterdam, Majorca and Finland. This convenient airlink is supplemented by Leeds Bradford Airport which is slightly further away but provides even more international links for businesses and residents.

SEA

The Hull to Rotterdam ferry line has reopened, operated by P&O, and links Hull to mainland Europe once more. This has proven to be an exciting and well-used sea connection which brings Hull's maritime past right into the 21st century. Each ferry has room for 1,360 passengers and includes 546 cabins for a comfortable overnight stay

ROAD

Hull has excellent road links to Leeds via the M62, Sheffield via the M18 and beyond, making it a convenient city to live in and visit. Residents can also use Hull as a base to explore the whole of East Yorkshire and England's stunning north east coastline. This makes Hull much more than just a place to live and work, it positions the city as the ideal starting point for some of the best holidays and days out to be had in the UK.

YORK – 1 HR 12 MINS
LEEDS – 1 HR 28 MINS
SHEFFIELD 1 HR 51 MINS

CONNECTIVITY



WHY BUY WITH ALLIANCE INVESTMENTS?

Alliance Investments is a subsidiary of leading UK property developer, Property Alliance Group—acting as the master sales agent for all Property Alliance Group residential developments in the UK. With a proven track record of marketing, selling and exchanging properties within several of the group's landmark buildings, Alliance Investments has also become the master sales agent for other high-end luxury developments from trusted partners across the UK's leading property markets.

Headquartered in Manchester, we have been behind the development and sale of some of the city's most iconic landmark buildings. Being a key contributor to the growth of what has become one of the UK's top investment locations has given us the credibility to move into other key cities, all the while maintaining the same high levels of quality that

have become our trademark. This expansion into other areas of the UK has in turn allowed our investors and homebuyers to find their perfect property.

With local experts on hand across Europe, the Middle East, Asia and Africa, our experienced sales, and after-sales teams are dedicated to offering a clear and transparent service at every stage. With the in-house capabilities to handle all elements of the sale, including marketing, exchange, mortgages, completion and property management, you can be sure Alliance Investments will always have your best interests at heart and never be far away.



ALLIANCE

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