

YOUR VIEW

*A RECRUITMENT GUIDE FOR THE HEALTHCARE
PROFESSION IN EAST YORKSHIRE & NORTH LINCOLNSHIRE*



Marketing Humber
delivered by **Bondholders**

‘People are slow to leave it, quick to return. And there are those who come, as they think, for a year or two and stay a lifetime.’

Philip Larkin



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This publication was developed for you by Marketing Humber on behalf of Bondholders, an influential network of companies working together to fuel the region's economy and to promote the Humber on the national and international stage.



WELCOME

TO OUR REGION

Are you seeking a change of scenery? Well, the Humber region may just be the change you are looking for. Stretching from East Yorkshire to Northern Lincolnshire, the Humber region connects cities, country towns and coastal communities to create a unique environment with something to offer everyone – whether your career is just beginning or hitting its peak.



There's no better time to relocate to the Humber region. Following vast investment in healthcare, the region is brimming with opportunities as companies and organisations seek to increase their skilled-professional base to fulfil the growing demand of ever-expanding industry.

The low house prices and cost of living combined with the high quality of life make for the perfect work-life balance, with short commute times to and from the city and an abundance of scenic areas and bountiful

activities to enjoy all year round. For those with families, this guide offers a view of some of the best schools within the region.

Your View will provide a comprehensive picture of the East Yorkshire and Northern Lincolnshire region, with first-hand accounts from healthcare professionals that have made the move themselves, showing everything that our region has to offer you.

Welcome to the Humber. We hope to see you soon.



'The region has excellent transport links, affordable housing in stunning countryside, great schools and is very close to the Dales as well as the seaside. The locals are friendly and the hospital is amazing to work in.'

Dr Rayessa, Lead Stroke Physician, Hull Royal Infirmary, relocated from Edinburgh.



Absolutely Cultured, Thomas Arvan

A Healthy View

Hospitals, healthcare facilities and NHS Trusts within the region

We are seeing huge capital investments in our region's hospitals as well as new state-of-the-art health centres and cutting-edge facilities for research and industry.

An injection of £88.5 million capital from the Humber, Coast and Vale Health and Care Partnership (STP) will see major upgrades to the emergency departments in Hull, Grimsby, Scunthorpe and Scarborough, transforming patient care and waiting times. Hull University Teaching Hospitals NHS Trust has completely rebuilt the emergency department itself and now has a dedicated helipad. Hull's status as a major trauma centre will be further enhanced as dedicated scanning facilities are provided on site. The hospital has a dedicated Centre for Magnetic Resonance Investigations on site; it also houses the Hull and East Yorkshire Eye Hospital, which provides tertiary-level sub-speciality ophthalmic care. Scunthorpe and Grimsby hospitals are heavily investing over the next four years in replacement electric hospital beds.

Castle Hill Hospital is the location for the regional £70 million Queen's Centre for Oncology and Haematology, a UK centre of excellence for the treatment of patients with cancer and blood disorders, a £35 million regional cardiac and cardiothoracic surgery centre and elective surgery facility, as well as cutting-edge facilities for research and industry.

Castle Hill Hospital is also home to the Daisy Building, the headquarters of the Daisy Appeal charity and a research and development facility. The charity has been establishing Hull and the Humber as a global leader in research into cancer, heart disease and dementia. The Daisy Appeal is now working to build a new molecular imaging research centre next to the Jack Brignall PET-CT Centre, which will house a second cyclotron that is medical-practice compliant, paving the way for new procedures to be performed, possibly including scanning for Alzheimer's and prostate cancer.

NAVIGO is a Community Interest Company (CIC) which provides NHS mental health and social care services free to the residents of North East Lincolnshire. NAVIGO provides their community membership (service users, carers and people with an interest in mental health) with equal voting rights, enabling community representatives to have an active involvement with the running and development of services.

Also working in communities across North East Lincolnshire is Care Plus Group, a social employee-owned business that provides community health and care services for adults of all ages and exists to support people to achieve their best quality of life.

NHS Hull Clinical Commissioning Group (CCG) has been rated 'outstanding' for a third consecutive year under NHS England's annual ratings published in 2019.

City Health Care Partnership (CHCP), a CIC and UK landmark health project provides a wide range of high-quality, safe health and care services including end-of-life care, district nursing and GP practices in Hull, the East Riding of Yorkshire, Knowsley, Wigan and St Helens. CHCP are a co-owned 'for better profit' organisation, investing profits into their services, colleagues and the communities they work in.

'The next five years will see this geographical area become a centre for PET-CT development and the opportunities that will bring are immense. The new set-up will allow us to produce our own radio tracers. You have to make these on your doorstep and there are not many places in the world that have that capability, and certainly not in the north of England.'

Professor Nick Stafford, OBE, Director of the Daisy Appeal

The Humber's local power of partnership can be no better demonstrated than through the investment in new healthcare facilities. Hull's NHS LIFT (Local Improvement Finance Trust) programme brought together the city's private and public sectors to transform primary healthcare and community estate. In Hull more than £100 million has been spent upgrading existing facilities and creating new modern, fit-for-purpose health facilities, and leading technology developed locally enables sector-leading innovations in maximising efficiency of the estate.

The Humber is a place where industry, academia and the NHS work together to improve patient health, pioneer innovations and create prosperity.

Here are just a few of examples of collaborative partner investments:

- Marfleet Health Centre was developed to bring together GPs, a pharmacy and a number of specialist clinics and community services including a library and ICT centre, under one roof.
- The Orchard Centre is an example of how energy-efficient buildings are helping to reduce the carbon footprint of the NHS.

- The £16.5 million Wilberforce Health Centre is home to GP services and a range of community and mental health services.

- The Jean Bishop Integrated Care Centre in Hull is the first of its type in the UK. Opened in 2018, it is set to transform care for older people in Hull. Phase one brings together community services, acute health services and social care services for frail/elderly people and their carers alongside Humber Fire & Rescue's falls service. Phase two will go on to expand the range of services to include mental health and dementia services over the next couple of years.



A VIEW OF

HEALTH CARE

IN THE HUMBER

The Humber is a region of innovation, collaboration and transformation when it comes to healthcare. With an established presence in the healthcare sector and huge investment in research, technology and facilities, the Humber region is becoming a UK leader. Home to global healthcare giants RB and Smith+Nephew, and with pioneering healthcare research and training taking place at the University of Hull, NHS trusts and City Health Care Partnership CIC, the region holds a high concentration of expertise and opportunity.

Health and R&D

There is a transitional shift in industry as the Northern Powerhouse Partnership has developed incentives to transform the North into the central hub of healthcare research, product development and training, helping to increase the UK's economic growth by encouraging our region's already reputable resources. As a result, £100 million has been invested in Connected Health Cities, harnessing patient data to diagnose, treat and deliver services more effectively and efficiently across the region, as well as further improving clinical trials.

Given the Humber's locational advantage and connectivity, advanced facilities and technology, and economic benefits of residence, the Humber region is the ideal setting to nurture and accommodate healthcare professionals in every role and industry, be that in the production of products and pharmaceuticals, delivering exceptional healthcare services, training and professional development, or conducting vital and ground-breaking research.

'The North's health innovation economy has a huge opportunity in this area to deliver health and wealth benefits to the region, both through the new Life Sciences Industrial Strategy and the Northern Powerhouse agenda.'

Dr Hakim Yadi, Chief Executive of the Northern Health Science Alliance (NHSA).

RB

RB is a leading global health, hygiene and home company with its main global R&D centre for health located in Hull. RB has operations in over 60 countries and its products reach millions worldwide every day. Its iconic brands include Dettol, Durex, Gaviscon, Nurofen, Scholl and Strepsils.



'Hull was chosen for investment ahead of locations across the world for our £105 million Centre for Scientific Excellence due to a well-established R&D facility already in place, with highly skilled, talented individuals and space for further expansion.'

Bruce Charlesworth, VP R&D Health & Hull Site Lead, RB



'There are many multinational companies settled in the area and more are due to come, so there is a bright future for Hull.'

Tishwant Kanwarjit, External Manufacturing Quality Assurance at RB, relocated from London.



Smith+Nephew

Smith+Nephew designs and makes technology that takes the limits off living. The company recently opened a state-of-the-art R&D centre in Hull that supports the production of high-tech wound management products. They have also developed a partnership with the University of Hull, creating one of the world's largest wound care research clusters.

Smith+Nephew supports healthcare professionals in more than 100 countries in their daily efforts to improve the lives of their patients.

Smith+Nephew exists to restore people's bodies, and their self-belief.



Moodbeam

Based in Hull's Centre for Digital Innovation (C4DI), this healthtech start-up has developed an award-winning device to enhance mental wellbeing.

Moodbeam's wearable device allows users to log their mood and visualise their own emotional wellbeing – or that of their children, students, patients or employees. The device, which links to a paired device, gives insights into mood, showing patterns and trends to support positive change. Moodbeam was founded by the Gadget Shop founder and Red5 co-founder Jonathan Elvidge, and former journalist Christina Colmer McHugh, who came up with the idea after her daughter was bullied at school.

Innovators in Telehealth

The Humber region is becoming one of the UK's leading areas for telehealth. An NHS programme to help people suffering from long-term heart and lung disease in Hull has been launched to help improve their quality of life with remote education and monitoring.

The telehealth service has been live for several years with over 1,000 patients with heart failure or chronic obstructive pulmonary disease having been involved in the programme.

It enables people to monitor and manage their conditions and offers different levels of support based on individual needs.

The service is delivered by City Health Care Partnership CIC and Inhealthcare, who work in the area of digital health and patient monitoring.

Alongside the cluster of major international healthcare players, the Humber is also a hub for high-tech start-ups.

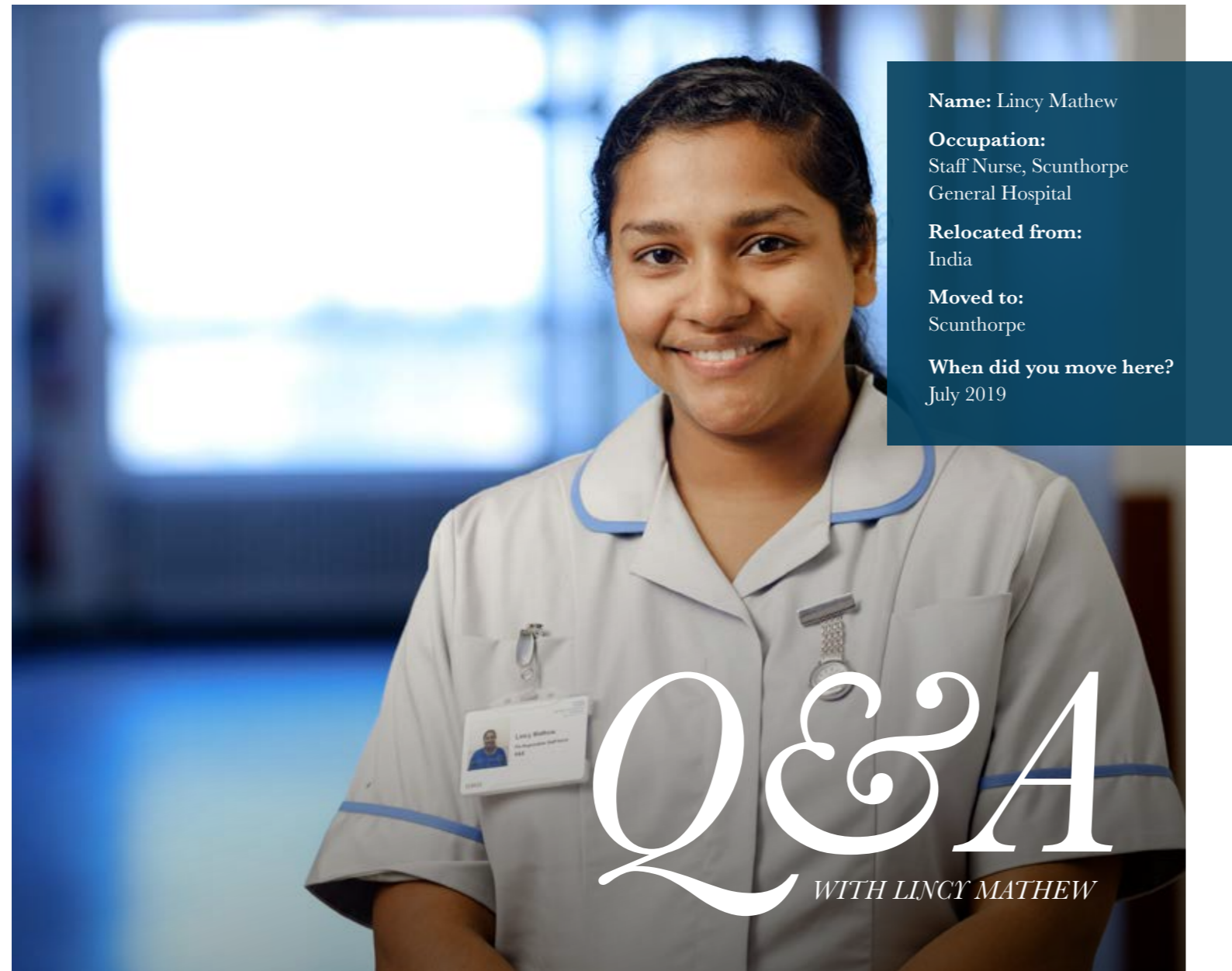
Graduate tech company VISR is developing revolutionary mixed reality (MR) technologies for business. VISR, one of the earliest Microsoft MR partners in Europe, is now applying their technology to the healthcare sector.

Virtual is a spin-off company from a joint research project between the University of Hull and Hull University Teaching Hospitals NHS Trust, which has developed an award-winning virtual radiotherapy training system which uses life-size 3D simulations to train students.

'The magic here was having the two sets of expertise: one at the hospital and one at the university. There's something about the area that attracts people in, and then they stay forever and a day. It's a good quality of life here and that's a key point.'

Andy Beavis, co-founder, Virtual

*Do you have a passion for making a difference?
Come and take a look what the Humber region has to offer you...*



WHAT MADE YOU DECIDE TO RELOCATE TO THE HUMBER REGION?

I moved to Scunthorpe with my family as I work at the General Hospital and the quality of life here is great. Scunthorpe is a calm and beautiful area and the cost of living is a lot lower compared to other areas.

WHAT DO YOU THINK ARE THE BEST THINGS ABOUT LIVING AND WORKING HERE?

The location is wonderful as the area has access to everything we need in our life with shops, schools, the train station and the hospital all nearby. It's easy to get around and everything is affordable.

HOW DO YOU LIKE TO SPEND YOUR SPARE TIME?

Because everything is affordable and many things are free, there is so much to do in your spare time. There is a lot of countryside surrounding East Yorkshire and Northern Lincolnshire and we like to spend a lot of time outdoors visiting the parks. We like to eat out, and there are plenty of restaurants to choose from.

WHERE ARE YOUR FAVOURITE PLACES TO VISIT HERE AND WHY?

We like to visit the museums and parks, Northern Lincolnshire Museum and Central Park being our favourite local choices. For a change of pace and scenery, we sometimes catch a bus and travel across the scenic Humber Bridge to Hull city centre; it's such a lovely place with lots to see and plenty to do.

WHAT WOULD YOU SAY TO SOMEONE THINKING ABOUT RELOCATING HERE? WHAT HAVE BEEN YOUR KEY HIGHLIGHTS?

We have settled in really well here and the quality of life is good. My husband is also a qualified nurse in India, and he is looking to relocate to work as a registered nurse here too.



WHAT MADE YOU DECIDE TO RELOCATE TO THE HUMBER REGION?

It was the job opportunities that made me relocate. A colleague of mine moved to Leeds to take up a trainee registrar job in the NHS. I decided to follow suit but chose to work in Hull instead. Leeds was too fast paced and busy for me. Hull, on the other hand, was just right.

WHAT DO YOU THINK ARE THE BEST THINGS ABOUT LIVING AND WORKING HERE?

Moving to a new place is never easy, but I soon discovered how friendly Yorkshire folk are. People at work were very warm, friendly, accommodating and very keen to help me as a newcomer. I made some good friends very quickly. As moving is expensive, I was worried about accommodation options available to me, but was pleasantly surprised as accommodation is a lot more affordable here in comparison to other cities.

HOW DO YOU LIKE TO SPEND YOUR SPARE TIME?

I spend my Saturday mornings at the local animal shelter (Hull Animal Welfare Trust) in South Cave. I have been a volunteer there for more than six years and I adopted my two dogs from the shelter too. I absolutely love it: I walk the dogs, socialise and feed them, and even help clean out their pens. The social scene is also great as the staff and other volunteers are a friendly, fun-loving bunch. I have been to several cultural events, especially since Hull became the City of Culture. There are numerous theatres here that offer high-quality productions, and at a reasonable price. Even the cinema is very affordable. There are lovely walks by the foreshore in Hessle. My dogs love a good run in the Country Park and the woods – there is even a little paddling pool for them. The unmissable Humber Bridge towers over the park and the view is just breathtaking.

WHERE ARE YOUR FAVOURITE PLACES TO VISIT HERE AND WHY?

As a foodie, I love dining out. Princes Avenue is the place to go for great food. If you love Indian, I would recommend The Spice of South India. After dinner, you can stroll across the street for some music and drinks. You will be spoilt for choice as there are plenty of great places to choose from.

WHAT WOULD YOU SAY TO SOMEONE THINKING ABOUT RELOCATING HERE? WHAT HAVE BEEN YOUR KEY HIGHLIGHTS?

I have no regrets about moving at all. I love this place as I am nestled in a beautiful part of the county. It only takes me 20 minutes to get to work and into town. There are lots of lovely walks here and I have a great view of the stunning Humber Bridge. It is a quiet, safe and friendly neighbourhood. I feel that Hull has something for everybody.

Did you know?

The Humber is one of the fastest growing digital sectors outside of London.

A VIEW OF

BUSINESS

IN THE HUMBER

Given the vast investment in the region, its ideal location, and excellent connectivity and transportation links, there's no wonder that the Humber region has become a central hub for business development and the energy and renewables sector, both in the UK and overseas.

The UK's Energy Estuary

The Humber region has powered the UK economy for decades, bringing everything from food to freight, coal to cars and passengers to petroleum, and is home to the UK's busiest cargo port complex.

Coined as 'The Energy Estuary', the Humber is host to a wide range of sectors manufacturing and transporting goods worldwide, including renewables and biomass energy, engineering, chemicals, food processing and digital industries.

Renewables

Leading the UK renewables sector, the Humber region is number one for biofuel production, fuelling power stations to produce 17% of the UK's electricity, while more than 20 onshore wind farms provide power for over 200,000 UK homes.

Global wind power leader Siemens Gamesa is one of Hull's biggest inward investments. The £310 million site is Europe's largest offshore wind turbine manufacturing plant, currently the only purpose-built facility in the world to combine wind power manufacturing and port operations. Over £7 billion has been invested in offshore wind farms off the Humber already with Ørsted, the world's biggest offshore wind farm developer, leading the way.

UK's Trading Gateway

The River Humber, from which the region derives its name, is one of the UK's major deep-water estuaries. Running for 40 miles, the inlet is spanned by the towering Humber Bridge, which connects East Yorkshire and Northern Lincolnshire and is recognised around the world. The Humber Bridge was the longest single-span road suspension bridge in the world when it opened in 1981, and held that title until Japan's Akashi Kaikyō Bridge was completed nearly two decades later.

Situated in a prime location, the Humber estuary offers unrivalled access to northern UK markets and is the gateway for access to locations from Asia to the USA and beyond, through the northern industrial corridor.

Ports & Logistics

As the UK's busiest trading complex, the Humber handles around 77 million tonnes of cargo worth over £75 billion each year. Associated British Ports (ABP) Ports of Grimsby and Immingham form the largest trading gateway of anywhere in the UK.

Britain's Kitchen

The Humber region is home to more than 2,500 food and drink businesses, employing over 35,000 people and contributing over £2 billion to the UK economy. Processing 70% of the UK's chilled and frozen seafood, 40 different species of seafood are brought in through the Humber from over 30 countries. Grimsby is acknowledged as Europe's 'food town' and has seen huge investment by some of the food industry's biggest names, such as Young's Seafood. Thanks to the rich and fertile land, agriculture also plays a major role in the region's economy.

Chemicals

The Humber region has the UK's second-largest chemical cluster.

The Phillips 66 Humber Refinery and Total Lindsey oil refinery have a combined refining capacity of over 22 million tonnes per year, and Phillips 66 is the only UK petroleum coke producing refinery, putting 500,000 new cars on the road.

Saltend Chemicals Park, owned and operated by the px group, is a collection of world-class chemicals and energy businesses including BP, Nippon Gohsei, Tricoya, Air Products, Yara and Ineos.

Digital

Digital expertise is certainly not in short supply within the Humber region, which is connected through some of the most advanced broadband in the UK thanks to Hull-based communications provider KCOM, who have invested £85 million into a future-proof full-fibre broadband network as a platform for business growth and innovation. The £15 million purpose-built C4DI is the region's tech hub and is situated in the heart of the beautiful Marina setting.

Did you know?

- £18 billion of the UK's economy is generated in the Humber each year.
- The Humber region is home to over 100 chemical and refining companies employing approximately 6,000 people, generating a combined annual turnover of £6 billion.
- Three of the world's largest wind farms are on our doorstep and will attract between £75-£100 billion of investment.

Talented Minds

The Humber's diverse and skilled workforce puts the power behind the Energy Estuary, and the region continues to benefit from multi-million-pound investments across its world-class educational and training facilities, demonstrating commitment to the long-term development of talent within the region.

Manufacturing & Engineering

The manufacturing sector in the Humber employs over 80,000 people, and 80% of the UK's holiday home market is manufactured within the region via Swift Group Ltd, Willerby Ltd and more.

The Waterline Campaign: building a sustainable future for our region and industry.

With a passion for the region and keen to make a difference on a global level, Marketing Humber, a partnership of businesses within the Humber, and the University of Hull combined their academic and industry expertise to bring together thought leaders through the international

Waterline Campaign. Through world-class research, experience and development activity, The Waterline Campaign aims to tackle the challenges of climate change by demonstrating a new economic model for decarbonisation and building a sustainable economy over the next 50 years.



A VIEW OF
LIFE
IN THE HUMBER

Do you crave the excitement of the city? Do you long for the peace and tranquillity of the countryside? Or do you prefer the sound of crashing waves carried by the coastal breeze? No matter where you decide to lay your hat, you are home in the Humber region.

There aren't many places in the world where you can wake up in a countryside village, have lunch in the city and then take a stroll along the stunning coastline – here you can.

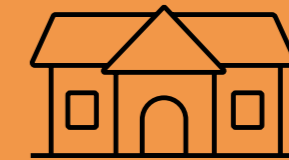
With a rich and diverse landscape and some of the most affordable properties in the UK, the Humber region offers a wealth of home and lifestyle options. Whether you are looking for a spacious family home on the coast, a luxurious city-centre apartment, a cosy cottage in a charming country village or a beautiful townhouse in a historic market town, our communities are welcoming, our spaces are stunning, and our culture is thriving.



'The affordability of a three-bedroom new-build house is a fraction of the price you pay in London and you can still afford to go on holidays throughout the year, so the work-life balance is great.'

Tishwant Kanwarjit, External Manufacturing Quality Assurance at RB, relocated from London.

How do we compare to London?



Average House Price Comparisons for Detached Properties:

North Lincolnshire
£151,371

East Yorkshire
£202,175

North East Lincolnshire
£147,845

Hull
£135,248

UK average: £300,464

How much will it cost to get to work on public transport for a month?



London
£146

Hull
£42

How much does a pint of lager cost?



London
£5

Hull
£3

How much is a one-bedroom flat to rent for a month in a central area?



London
WC1
£1,644

Hull
HU1
£460

How much is an average three-course meal for two people?



London
£65

Hull
£45

How much is an average monthly mortgage payment?



London
£918

Hull
£498

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CREATING DEGREES OF FREEDOM