

AN IN-DEPTH ANALYSIS OF LONGHILL



CREATED BY TOM STUBLEY

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LOCATION MAP

YORK

LEEDS

HULL

SHEFFIELD

TO LONDON

DIRECT DISTANCE TO:

LONDON: 156 MILES

LEEDS: 50 MILES

MANCHESTER: 81 MILES



AIRPORT



FERRY PORT

MOTORWAY

SCALE BAR: 10 MILES

MAP OF HULL
1:50000

LONGHILL

CITY CENTRE

ESTUARY

— KINGSTON UPON HULL BOUNDARY LINE
— HOLDERNESS ROAD

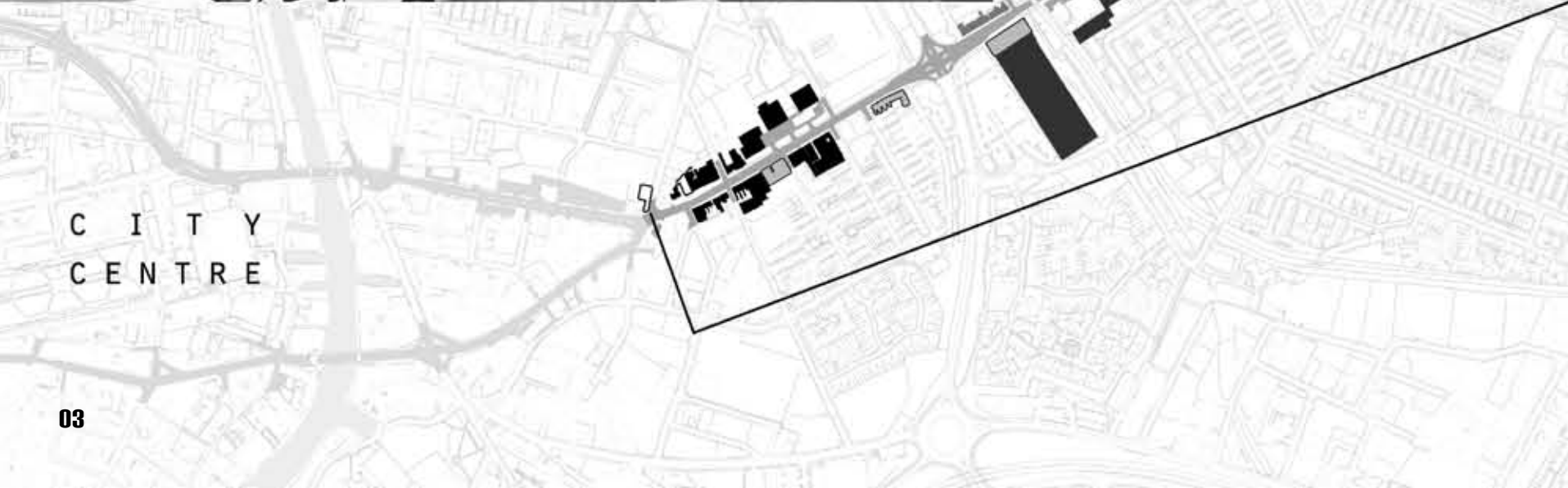
DISTANCE FROM
HULL CITY
CENTRE TO
LONGHILL IS
APPROXIMATELY
3 1/2 MILES

HOLDERNESS ROAD

MAP OF HULL
1:10000
EAST PARK



DERELICT BUILDINGS



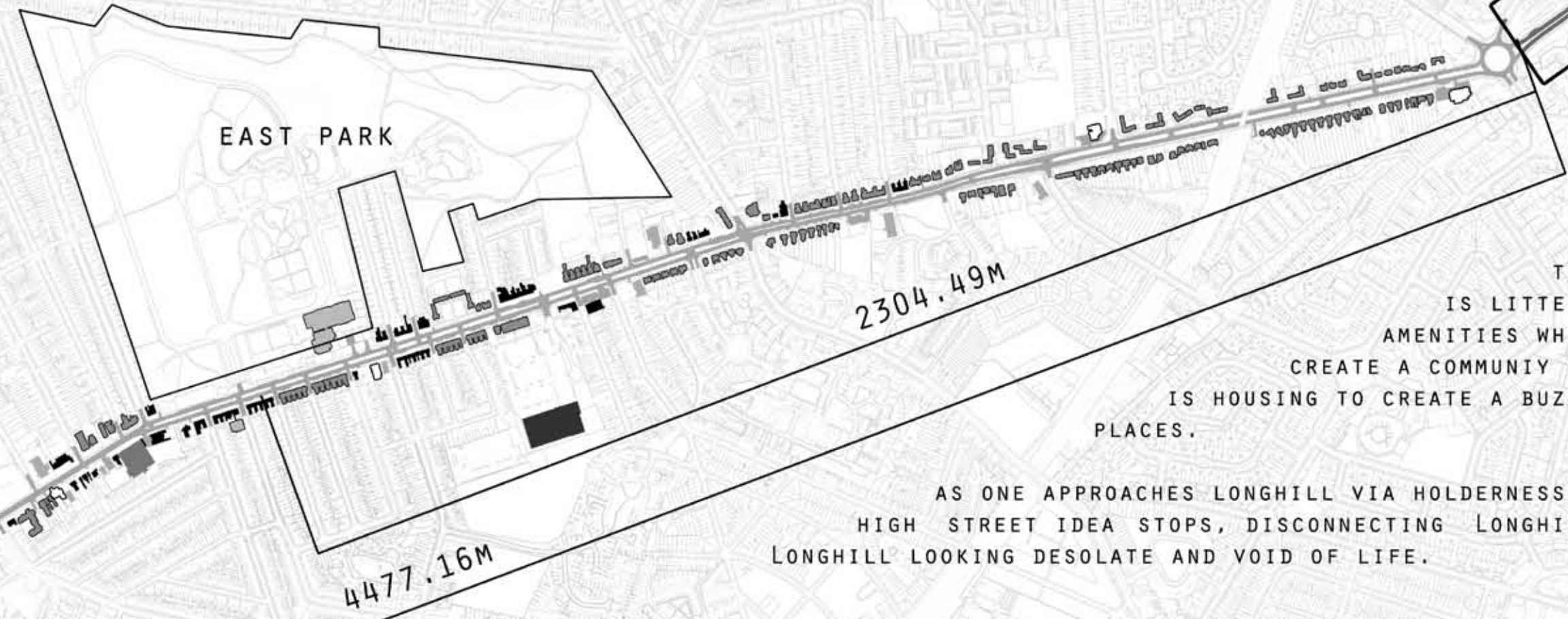
CITY CENTRE

WALKING DISTANCES

2304.49M = 29 MINUTES WALKING DISTANCE

4477.16M = 56 MINUTES WALKING DISTANCE

800M TAKES 10 MINUTES TO WALK



LONGHILL

BARRON

EAST PARK

2304.49M

4477.16M

HOLDERNESS ROAD IS A MAIN ROAD THAT RUNS THROUGH THE SUBURBS OF HULL. MOST OF IT IS LITTERED WITH SHOPS, PUBS AND OTHER AMENITIES WHICH HELP TO UNITE THE AREA AND CREATE A COMMUNITY SPIRIT. BETWEEN THE GAPS THERE IS HOUSING TO CREATE A BUZZ AND A CONNECTION BETWEEN THE PLACES.

AS ONE APPROACHES LONGHILL VIA HOLDERNESS ROAD FROM THE CITY CENTRE THE HIGH STREET IDEA STOPS, DISCONNECTING LONGHILL THROUGH THE MIDDLE, LEAVING LONGHILL LOOKING DESOLATE AND VOID OF LIFE.

- SHOPS
- RETAIL WAREHOUSE
- DERELICT BUILDINGS
- CHURCHES
- PUBS
- SPORT FACILITIES
- RESIDENTIAL

LINED WITH SHOPS



LINED WITH HOUSES



DESOLATE



WELCOME TO LONGHILL

AS YOU APPROACH LONGHILL ALONG HOLDERNESS ROAD FROM HULL CITY CENTRE
THE FIRST IMPRESSION IS LONGHILL APPEARS DESOLATE, NO SIGN OF LIFE



Imagery by Google

HOLDERNESS ROAD TRAM LINE, 1911

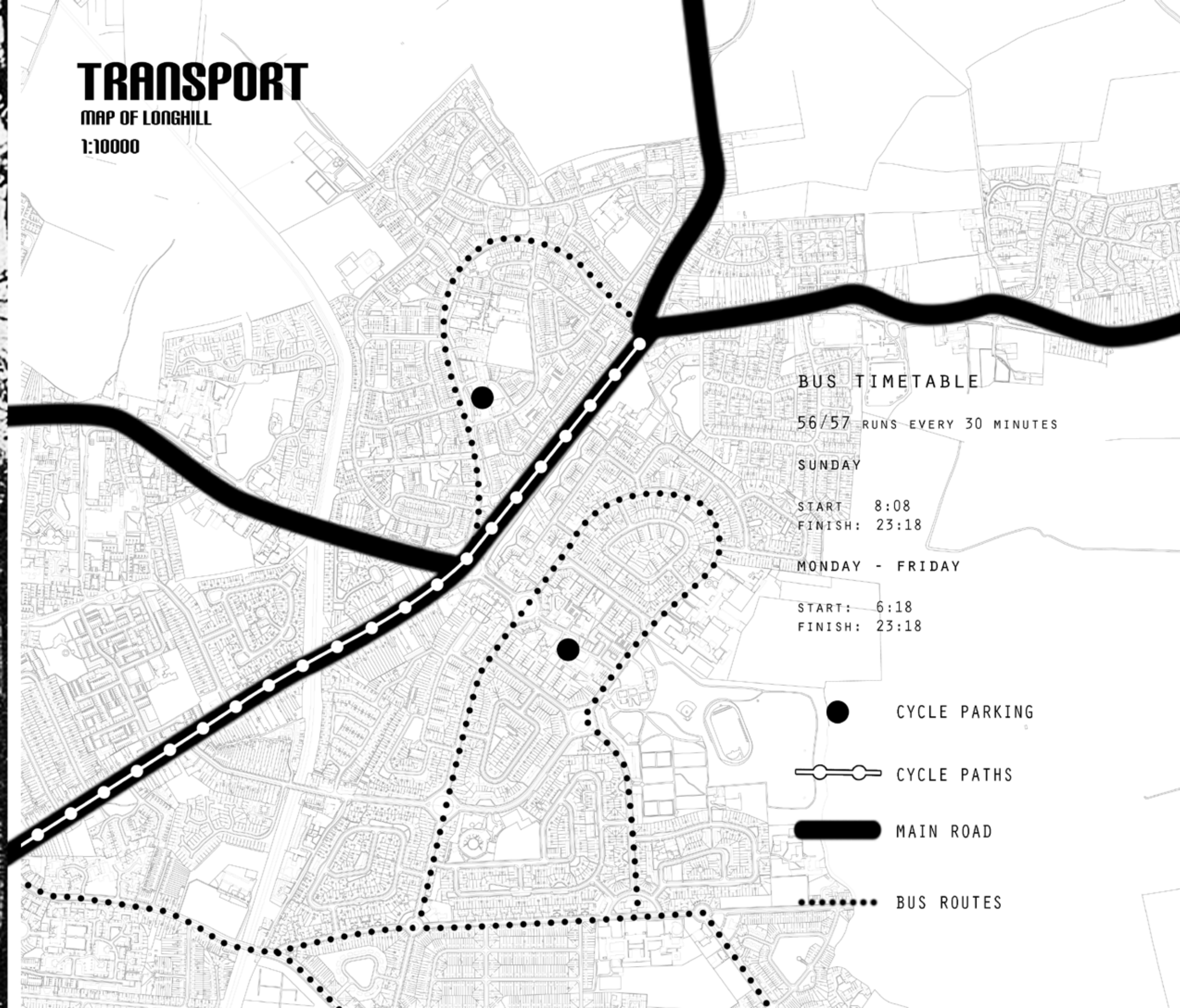


HOLDERNESS ROAD HAS ALWAYS HAD A FORM OF PUBLIC TRANSPORT DUE TO IT BEING ONE OF THE MAIN ROUTES OUT OF HULL TO THE EAST COASTAL TOWNS

TRANSPORT

MAP OF LONGHILL

1:10000



BUS TIMETABLE

56/57 RUNS EVERY 30 MINUTES

SUNDAY

START 8:08

FINISH: 23:18

MONDAY - FRIDAY

START: 6:18

FINISH: 23:18

● CYCLE PARKING

○—○ CYCLE PATHS

█ MAIN ROAD

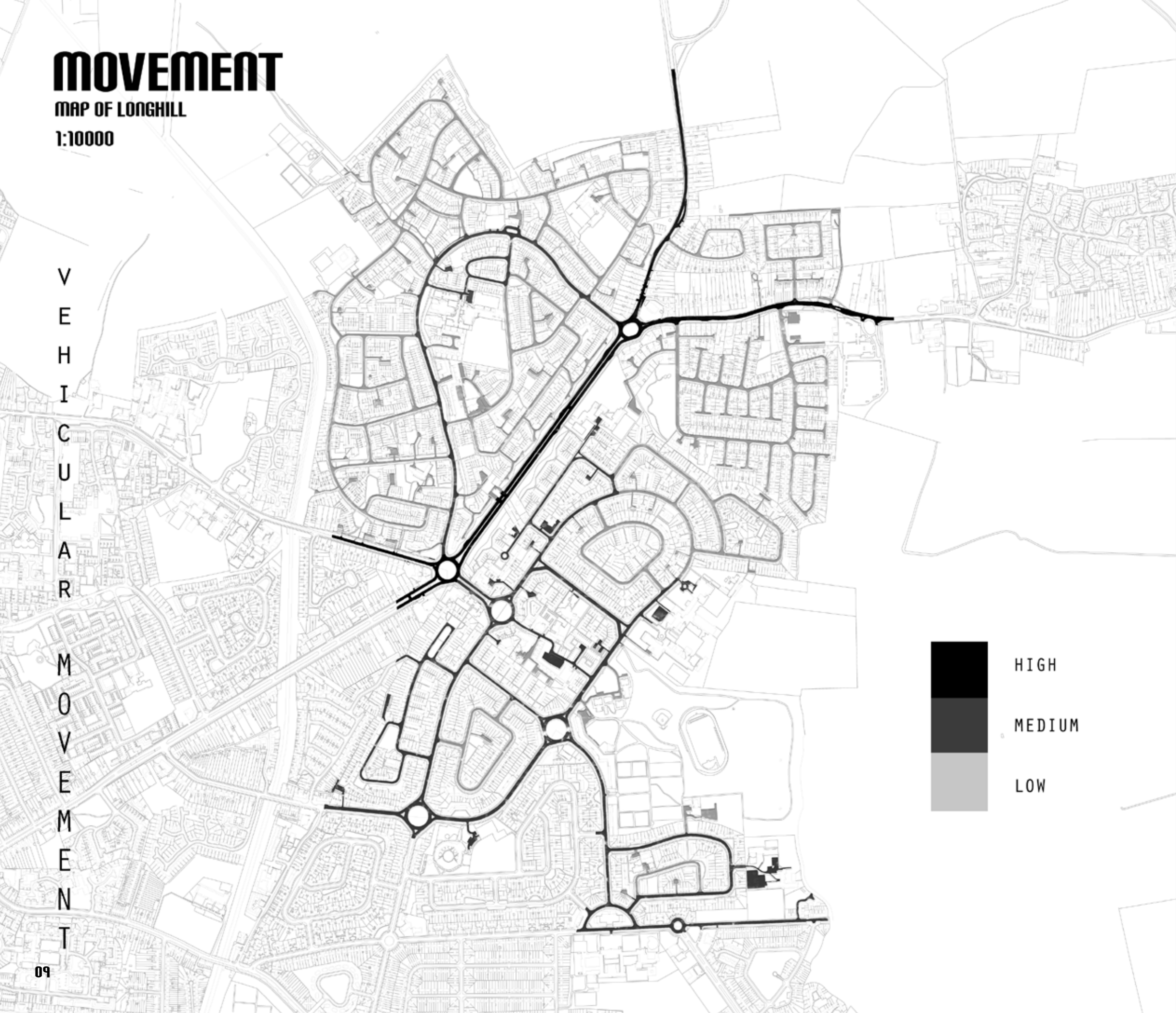
..... BUS ROUTES

MOVEMENT

MAP OF LONGHILL

1:10000

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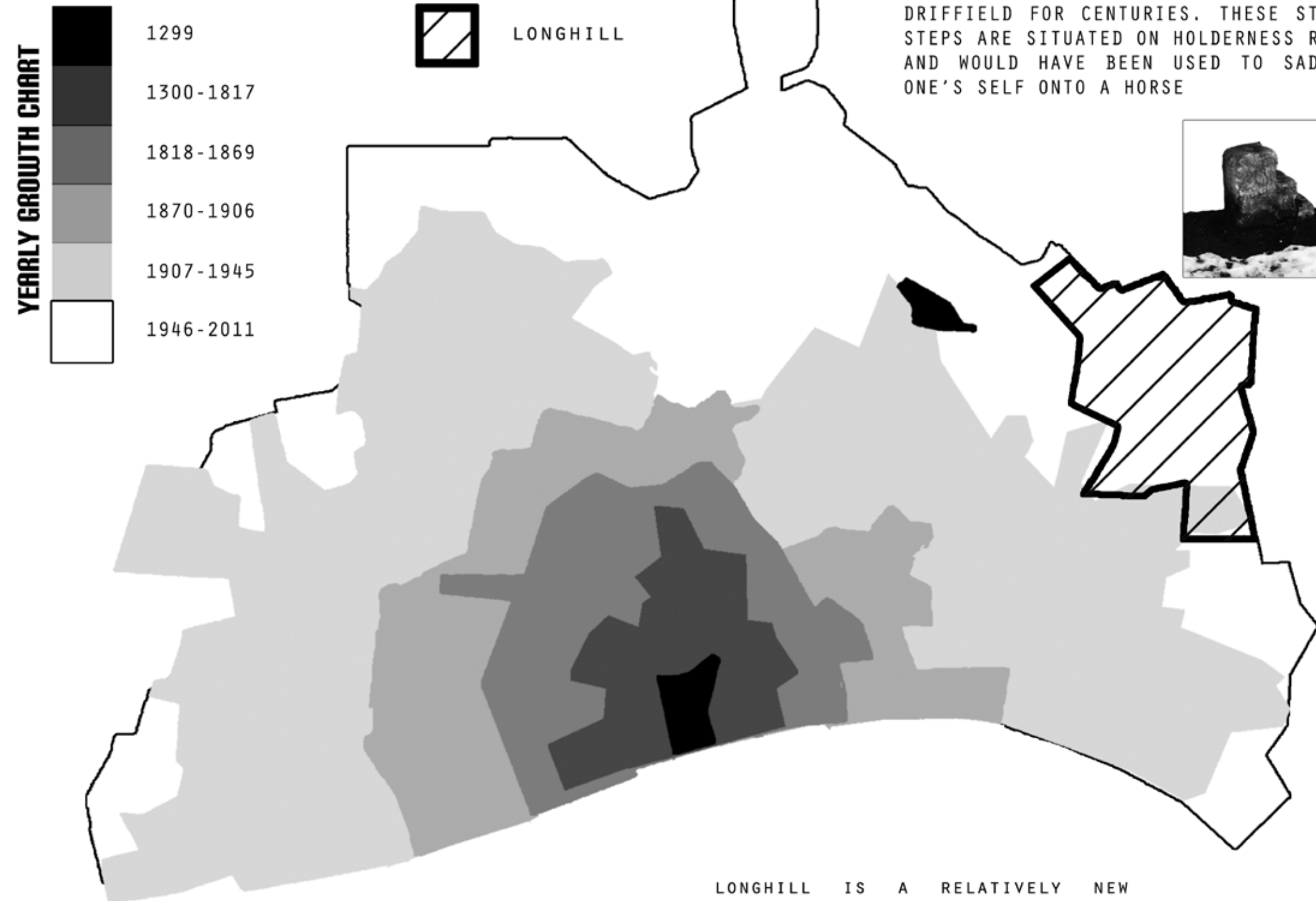


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HISTORY AND INDUSTRY

KINGSTON UPON HULL GROWTH



THE ROAD THAT DIVIDES LONGHILL, HOLDERNESS ROAD, HAS BEEN A MAIN ACCESS ROUTE THROUGH TO THE CITY FROM NOTHERN TOWNS SUCH AS SCARBOROUGH AND DRIFFIELD FOR CENTURIES. THESE STONE STEPS ARE SITUATED ON HOLDERNESS ROAD AND WOULD HAVE BEEN USED TO SADDLE ONE'S SELF ONTO A HORSE



POPULATION OF HULL: 258,700
POPULATION OF LONGHILL: 11,388

LONGHILL IS A RELATIVELY NEW PLACE. IT WAS BUILT IN THE 1950'S TO COPE WITH THE CITY'S EXPANDING POPULATION.



HULL HAS A VERY RICH HISTORY TIED IN WITH THE WHALING BOOM IN THE 1700'S, NEARLY HALF OF ALL BRITAIN'S WHALERS WERE SAILING FROM HULL, AND THE TRADE BROUGHT GREAT PROSPERITY TO THE TOWN. IT REACHED ITS PEAK IN THE 1820s, WHEN HULL HAD THE BIGGEST FLEET OF WHALING SHIPS IN THE COUNTRY (ABOUT 60 VESSELS) WITH OVER 2000 MEN EMPLOYED IN THE WHALING TRADE.

ONCE THE WHALING INDUSTRY HAD DIED DOWN, THE HULL DOCKS WERE USED FOR THE FISHING INDUSTRY.

WHALING BARQUE HARMONY OF HULL
BY WILLIAM JOHN HUGGINS (1781-1845)



HULL HAS ALSO PRODUCED ONE OF THE MOST FORWARD THINKING, LIFE CHANGING POLITICIANS IN THE UK, WILLIAM WILBERFORCE (1759-1833), WHO MANAGED TO DISPAND THE UK SLAVERY INDUSRTY.

THIS IMAGE SHOWS THE PLINTH THAT WAS ERRECTED IN COMMEMIATION TO WILLIAM WILBERFORCE. THE IMAGE TO THE RIGHT SHOWS WHERE IT STOOD WHILST THE DOCKS WERE STILL IN USE. IT NOW OCCUPIES THE SPACE INFRONT OF HULL COLLEGE, NEXT TO THE QUEEN'S PARK

SOLID AND VOID

MAP OF LONGHILL

1:10000



GRASS LAND

MAP OF LONGHILL

1:10000



- FARM LAND
- PRIVATE GREEN SPACE
- RESIDENTIAL GARDENS
- PUBLIC GREEN SPACE

LONGHILL BOUNDARY LINE

AMENITIES

MAP OF LONGHILL
1:10000







RESIDENTIAL

H I G H
S C H O O L
P R I M A R Y
S C H O O L
C H I L D R E N S '
C E N T R E

AMENITIES

MAP OF LONGHILL
1:10000



-  PUBLIC HOUSES
-  CHURCH
-  FUNERAL DIRECTORS
-  HEALTH CLINIC

-  RETAIL
-  COMMUNITY CENTRE
-  BETTING SHOP
-  PETROL STATION

CHARACTER

MAP OF LONGHILL

1:10000



1. RETAIL UNITS



2. RETAIL UNITS
THIS CONCRETE LANDSCAPE IS DEPRESSING AND UNWELCOMING



3. HOLDERNESS ROAD
THIS ROAD DIVIDES LONGHILL



4. FLATS



5. THE DART
ONE OF THE LOCAL PUBS WITHIN LONGHILL



6. TOTE SPORT
ONE OF TWO BETTING SHOPS WITHIN LONGHILL

CHARACTER

MAP OF LONGHILL

1:10000



1. DRAIN



2. HEALTH CLINIC



3. ASDA



4. COMMUNITY CENTRE



5. TYPICAL RESIDENTIAL STREET



6. THE APOLLO
A PUB RESTAURANT ON THE EDGE OF LONGHILL

GEOLOGY

MAP OF LONGHILL

1:10000

..... LONGHILL BOUNDARY

SOIL TYPE



TOPOGRAPHY



CLAY

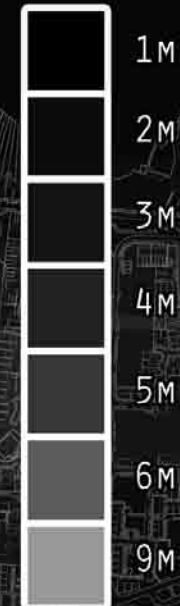
UNDERLIES THE CITY, SITTING ONTOP OF THE CHALK BASE HAS LOW PERMEABILITY CAUSING SURFACE RUN OFF

CHALK

UNDERLIES MOST OF THE CITY PERMEABLE = GREATER PROPORTION OF RAINWATER CAN INFULTRATE GROUND REDUCES SURFACE SUN OFF TO RIVERS ENABLES SYSTEMS SUCH AS SUSTAINABLE DRAINAGE SYSTEMS (SUDS) TO BE USED

FLOODING

..... LONGHILL BOUNDARY



WEATHER



JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC



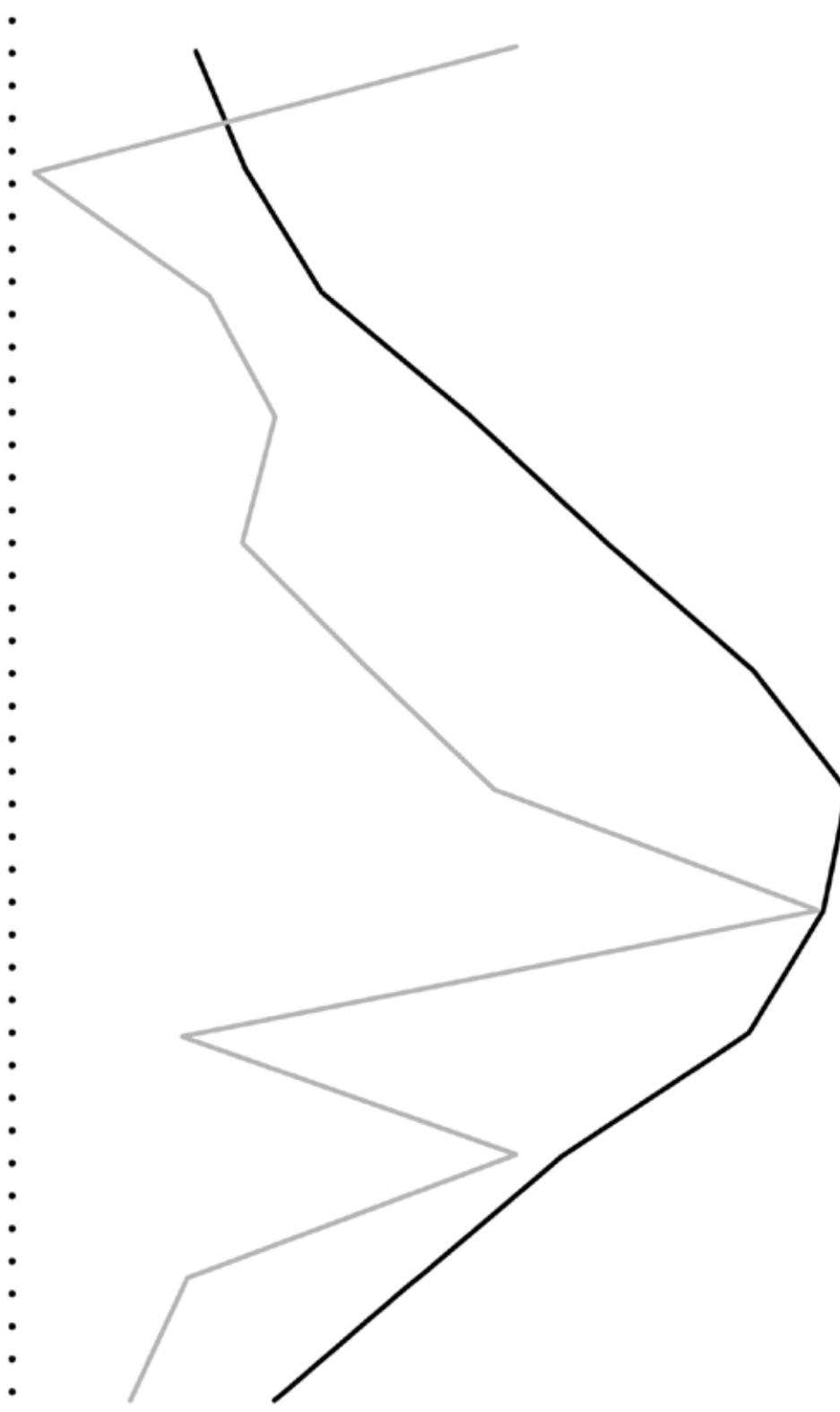
10 15 20

MPH

25

PRECIPITATION AMOUNT MM

40 50 60 70 80



TEMPERATURE °C

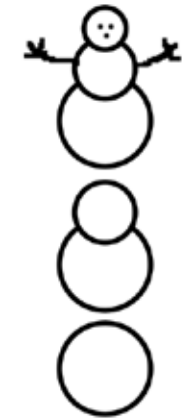
10 15 20

KEY

AVG WIND SPEED



AVG SNOW DAYS PER MONTH



3 DAYS

2 DAYS

1 DAY

AMOUNT OF DAYS IT RAINS ON AVERAGE PER MONTH



11 DAYS



12 DAYS



13 DAYS



14 DAYS



15 DAYS



16 DAYS

AVG PRECIPITATION PER MONTH



AVG TEMPERATURE PER MONTH



CONDITION

HIGHEST

DATE RECORDED

LOWEST

DATE RECORDED

TEMPERATURE

33.2 C

27TH JUNE 2011

-12.0 C

21ST DECEMBER 2010

DEW POINT

21.5 C

27TH JUNE 2011

-62.6 C

31ST MARCH 2011

APPARENT TEMPERATURE

34.4 C

27TH JUNE 2011

-8.6 C

21ST JANUARY 2011

HEAT INDEX

36.9 C

27TH JUNE 2011

-12.0 C

21ST DECEMBER 2010

HUMIDITY

99%

12TH JANUARY 2011

1%

31ST MARCH 2011

RAIN RATE

921.7MM/HR

14TH SEPTEMBER 2011

N/A

HOURLY RAINFALL

768.2MM

14TH SEPTEMBER 2011

N/A

MONTHLY RAINFALL

786.0MM

SEPTEMBER 2011

N/A

WIND GUST

83.7 MPH

2ND NOVEMBER 2010

N/A

WIND SPEED AVG

37.6 MPH

7TH FEBRUARY 2010

N/A

PRESSURE (SL)

1045.1 MB

25TH DECEMBER 2010

969.5 MB

8TH NOVEMBER 2010



WIND TURBINES

JANUARY 2011 SIEMENS', THE WIND FARM GIANT, PICK HULL AS THE HQ FOR WHAT WILL BE ONE OF THE BIGGEST WIND TURBINE FARMS IN THE UK.

THE CITY HAS BEATEN OFF TOUGH COMPETITION FROM OTHER PORT AREAS ACROSS THE COUNTRY TO SECURE THE DEAL, WHICH WILL TRANSFORM THE REGION'S ECONOMY AND PLACE IT AT THE HEART OF A GREEN INDUSTRY REVOLUTION.

[HTTP://WWW.MARITIMEJOURNAL.COM/FEATURES101/MARINE CIVILS/MARINE-RENEWABLE-ENERGY/SIEMENS-SELECTS-GREEN-PORT-HULL](http://www.maritimejournal.com/features101/marine-civils/marine-renewable-energy/siemens-selects-green-port-hull)

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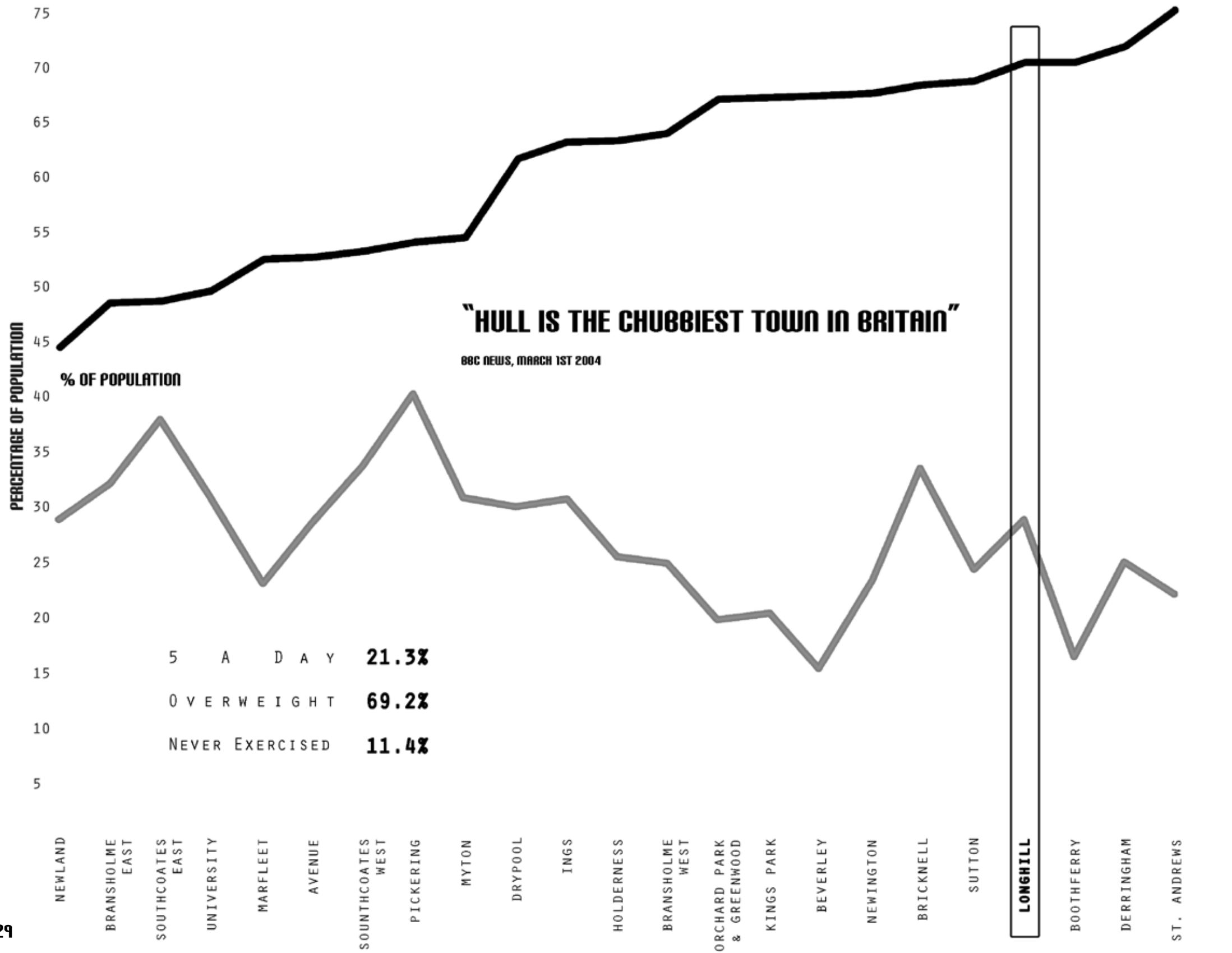
ARTIST'S IMPRESSION

A SIGN PREVENTING CHILDREN FROM PLAYING IN LONGHILL



HEALTH

YOU ARE WHAT YOU EAT OBESITY VS EXERCISE VS DEPRIVATION



WORLD OBESITY MAP

BBC NEWS, 2008



THE ABOVE DIAGRAM SHOWS HOW TERRIBLE BRITISH HEALTH IS IN COMPARISON TO THE REST OF THE WORLD WHICH LONGHILL CONTRIBUTES HUGELY TO. LONGHILL HAS ONE OF THE WORST CASES OF ILL HEALTH IN THE UK WITH 69.2% OF THE RESIDENTS BEING OVERWEIGHT. THIS IS AN ISSUE THAT NEEDS TO BE RESOLVED AS IT CAN AFFECT EVERY PART OF ONE'S LIFE. THESE ISSUES ARE STARTING HEAVILY IMPOSING THEMSELVES ONTO OTHER PEOPLE'S LIVES NOW TOO AS £4.2 BILLION A YEAR IS SPENT TREATING PEOPLE WITH PROBLEMS CAUSED BY OBESITY. DOCTORS HAVE WARNED THAT IF THE EATING HABITS AND LACK OF EXERCISE DOESN'T CHANGE THIS WILL DOUBLE.
(MAIL ONLINE FEBRUARY 2010)

THE RESIDENTS OF LONGHILL MAY BE IN SUCH A DYER STATE DUE TO THE LACK OF RECREATIONAL SPORTS FACILITIES THAT ARE WITHIN WALKING DISTANCE.

OVER THE LAST DECADE THE UK HAS BECOME THE THIRD MOST OBESE PLACE IN THE WORLD

EDUCATION

MAP OF LONGHILL

1:10000

HEALTH AN EDUCATION

THE ARTICLE EXTRACT BELOW GIVES AN INDICATION ON WHY A GOOD EDUCATION IS VITAL TO SUSTAIN A GOOD LIFE.

BBC NEWS:

DR MARC FARR, A CONSULTANT FOR EXPERIAN, TOLD BBC NEWS ONLINE: "YOU MIGHT THINK WEALTHY PEOPLE WOULD OVERINDULGE OR EAT RICHER FOODS. . . BUT THEY HAVE BETTER EDUCATION ABOUT HEALTH ISSUES. THEY WILL ALSO HAVE THE MONEY TO BUY LOWER-FAT OR ORGANIC FOODS."

HE SAID CHEAPER HEALTHY FOODS NEEDED TO BE MADE MORE WIDELY AVAILABLE TO THE LESS WELL-OFF.

"IF THEY ARE GOING TO BUY A LOAF OF BREAD, THEY MAY WELL HAVE TO CHOOSE THE CHEAPEST - AND THAT IS LIKELY TO BE A LARGE WHITE LOAF, RATHER THAN A BROWN ORGANIC ONE."

HE ADDED: "THESE ARE WHITE WORKING CLASS PEOPLE LIVING IN AREAS OF COUNCIL FLATS WHERE DIET IS POOR AND EXERCISE ISN'T TAKEN REGULARLY.

"FINDINGS APPLY ACROSS THE AGE SCALE. YOU ARE TALKING ABOUT WHOLE FAMILIES WHO ARE OVERWEIGHT. THERE ARE LOW LEVELS OF EDUCATION ABOUT DIET.



10.3% OF THE RESIDENTS OF LONGHILL HAVE ACHIEVED A DEGREE OR HIGHER QUALIFICATION

[HTTP://JSNAONLINE.ORG/ATLAS](http://jsnaonline.org/atlas)

ANDREW MARVELL HIGH SCHOOL

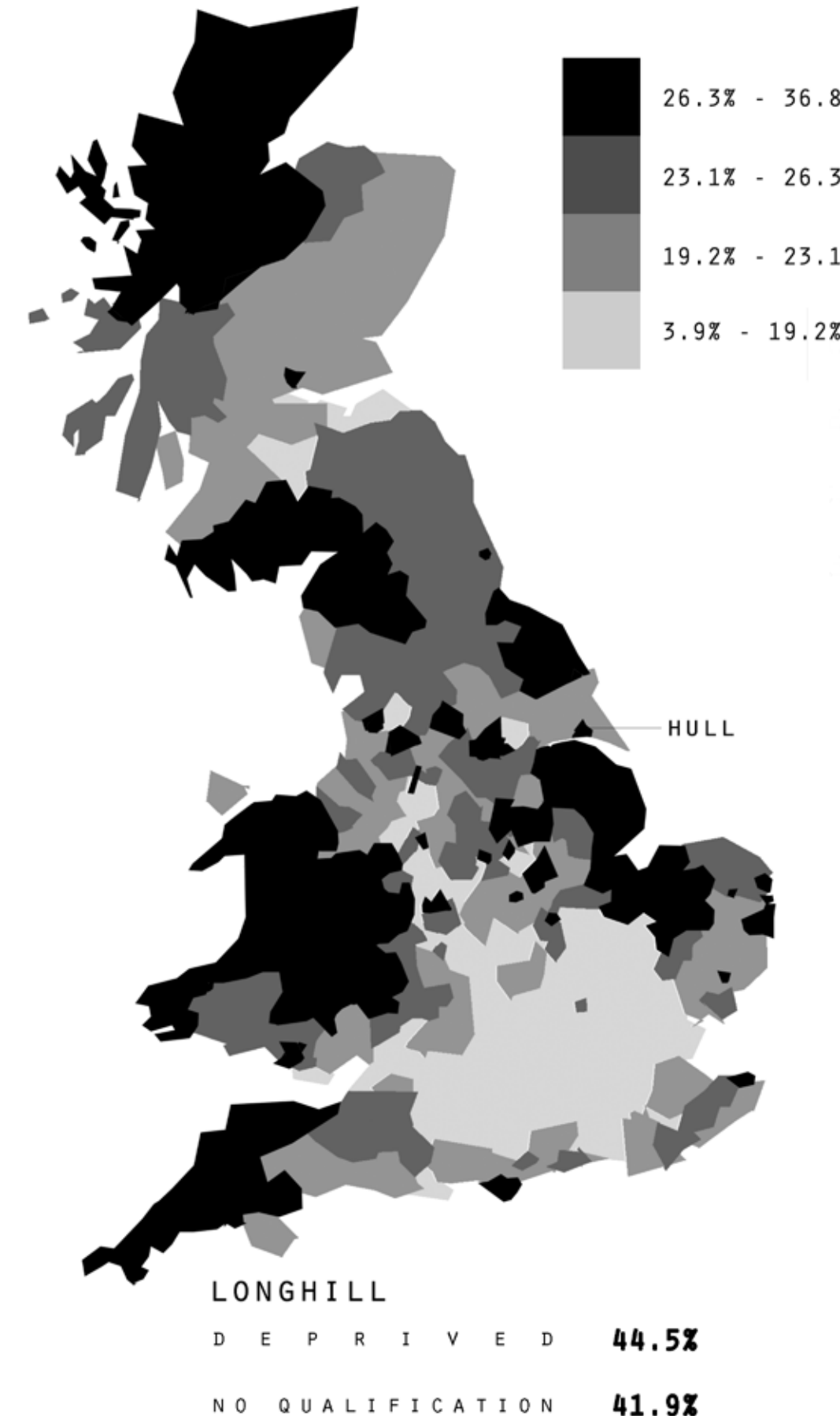
CURRENTLY THIS IS ONE OF THE WORST, MOST UNDERPERFORMING SCHOOLS IN HULL.

MARCH 2011 IT ONLY JUST REACHED A SATISFACTORY STANDARD, HOWEVER FOR YEARS IT HAS BEEN ACHIEVING AN UNSATISFACTORY STANDARD IN THE OFSTED REPORTS



% OF POPULATION EARNING LESS THAN £7/HOUR

WWW.POVERTY.ORG.UK



POOREST CITIES

THE TIMES, APRIL 2009

1. HULL
AVERAGE INCOME PER YEAR: £17,300

2. BLACKPOOL
AVERAGE INCOME PER YEAR: £17,400

3. CAERPHILLY
AVERAGE INCOME PER YEAR: £18,700

4. LEICESTER
AVERAGE INCOME PER YEAR: £18,500

5. SUNDERLAND
AVERAGE INCOME PER YEAR: £18,800

LOW-SKILLED 'MORE LIKELY TO BE JOBLESS'

[HTTP://WWW.TELEGRAPH.CO.UK](http://WWW.TELEGRAPH.CO.UK)

NORTH-SOUTH DIVIDE REMAINS AS LOW-SKILLED UNEMPLOYED WORKERS "HIT HARDEST" BY RECESSION, EXPERTS SAY.

A WIDE-RANGING ANALYSIS OF JOBS AND UNEMPLOYMENT SINCE 2008 SHOWS THE NUMBER OF PEOPLE WITH LITTLE OR NO SKILLS CLAIMING JOBLESS BENEFITS ROSE BY 4.2 PERCENTAGE POINTS OVER THE PERIOD, COMPARED TO JUST 0.5 POINTS FOR HIGHLY-QUALIFIED INDIVIDUALS.

JOBS WITH MIDDLE-UPPER SKILL SETS, SUCH AS NURSES OR PLUMBERS, WERE THE NEXT MOST LIKELY GROUP TO RE-ENTER THE LABOUR MARKET AFTER UNEMPLOYMENT, FOLLOWED BY THOSE WITH LOWER-MIDDLE SKILLS, SUCH AS SECRETARIES OR SHOP ASSISTANTS.

8.4% CLAIM JOB SEEKER'S ALLOWANCE IN HULL, HIGHEST PERCENTAGE IN THE UK IN THE LAST FIVE YEARS

IF LONGHILL IS TO BE MORE PROSPEROUS THE EDUCATION SYSTEM NEEDS TO BE LOOKED AT AND IMPROVED UPON AS A GOOD EDUCATION HAS BEEN PROVED TO HELP ONE GET A JOB. EDUCATION HAS ALSO BEEN STRONGLY LINKED TO HEALTH. EXPERIAN FOUND THAT PEOPLE WITH A BETTER EDUCATION HAD A BETTER JOB, SO THEY HAD MORE MONEY TO SPEND ON HEALTHY FOOD, AND WERE MORE LIKELY TO EXERCISE AND TRY NEW THINGS OUT.

