

HULL KR, SEWELL GROUP CRAVEN PARK REGENERATION CONSULTATION



Aerial view of Sewell Group Craven Park and the surrounding land.

WELCOME

Welcome to our community consultation for the regeneration of land around the Sewell Group Craven Park stadium.

Our ambition is to enhance the area surrounding the Sewell Group Craven Park stadium through the creation of new community facilities and amenities to support people's health and wellbeing.

Along with future-proofing our ambition as a Club, we are keen to be an active part of the wider rejuvenation of East Hull through the creation of new retail, sports and leisure facilities for the use of both the Club and the public.

FEEDBACK, COMMENTS AND QUESTIONS

We encourage you to view the materials on display and speak to the project team. Please ask questions and raise any feedback you may have. Following your discussions with the project team, if you have any further comments or questions, please complete one of the feedback forms provided.

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Mikey Lewis, Joe Burgess and Oliver Gildart celebrating.

ABOUT HULL KR

Hull Kingston Rovers (Hull KR) is a professional rugby league club based in East Hull, England. Founded in 1882, the Club competes in the Betfred Super League and boasts a rich history, an enthusiastic fan base, and commitment to community engagement.

Beyond the pitch, the Club actively supports local initiatives, promoting health, well-being, and inclusiveness through various programs and partnerships. Its vision is to provide opportunities for members of the community to become the best they can be.

The Club aims to work with **integrity**, to **inspire** and **educate**, placing **enjoyment** at the heart of everything they do. Underpinning all of their work is ensuring the **inclusivity** of everyone. They work in partnership with the Hull KR Foundation, a charitable organisation that supports community engagement to promote physical and mental health through sport and physical activity.

Through the Foundation, the Clubs promise to the community is to always:

- Work for the **benefit** of the local area
- Work with individuals and **focus** on what they can do to better support them
- Partner with **trusted organisations** to achieve shared outcomes that **benefit** communities and individuals
- Continue to seek **trusted funders and sponsors**, expanding their work which **changes lives in positive and profound ways**
- Provide **fun and enjoyment** for their participants

You can read more about the Foundation's work here:
<https://hullkrfoundation.co.uk/>.

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OUR VISION

As a proud and ambitious Club that's rooted in the Hull community, our vision is to create a place that puts inclusivity, sport, health and wellbeing, and amenity at its heart, to bring everyone in our great city together.

Our regeneration plans include:

-  Three new grass training pitches, one of which will be accessible to local clubs and teams, complete with suitable changing facilities.
-  The rejuvenation of the Waudby Centre to create a multi-sport indoor hall, benefiting the community and serving as the home for Hull KR Netball Club.
-  Two new large-scale retail facilities.
-  A retail terrace and commercial units, including a flagship sports brand facility.
-  Dedicated car parking facilities.
-  Public spaces are designed to promote health and well-being.
-  Green spaces integrated throughout the development for community enjoyment.

This ambitious regeneration plan will be based around the Club's three pillars, which will help it achieve its vision:

-  **Health and wellbeing:** Hull KR aims to ensure fair access to health and wellbeing activities for East Hull and beyond, enabling communities to benefit from the development.
-  **Amenity:** The masterplan will introduce key community amenities, including retail spaces and public green areas, while enhancing the matchday experience.
-  **Inclusivity:** Hull KR is an inclusive Club committed to uniting the community, creating opportunities, and reducing health inequalities.

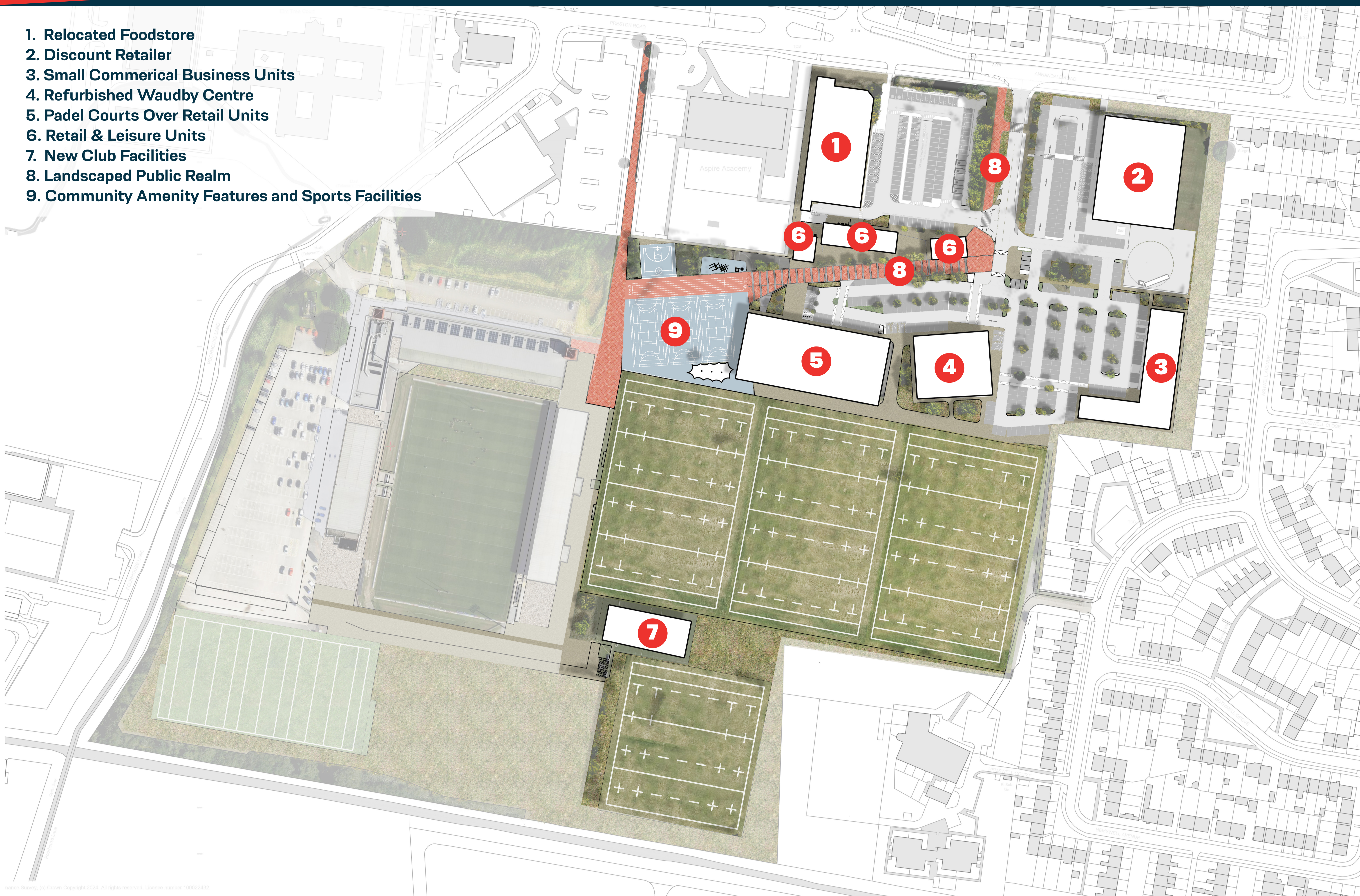
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1. Relocated Foodstore
2. Discount Retailer
3. Small Commercial Business Units
4. Refurbished Waudby Centre
5. Padel Courts Over Retail Units
6. Retail & Leisure Units
7. New Club Facilities
8. Landscaped Public Realm
9. Community Amenity Features and Sports Facilities

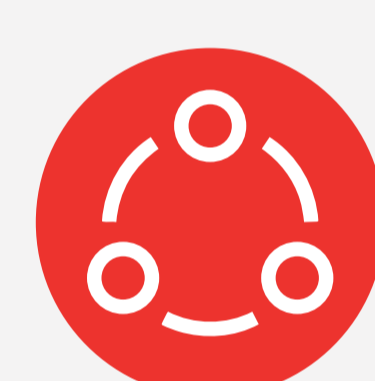


Our vision for the regeneration of land around the Sewell Group Craven Park stadium.

OUR PROPOSALS

Our ambition for the Sewell Group Craven Park masterplan is to create a place that puts inclusivity, health and wellbeing, and amenities at its heart, bringing everyone in the city together.

In support of this – our proposal will improve:



CONNECTIVITY

By regenerating the area around the stadium and developing state-of-the-art sports facilities, we aim to transform Sewell Group Craven Park into the vibrant heart of the community, opening doors to new opportunities for all. In the long run, we hope our ambition is a catalyst for further regeneration in East Hull.



AMENITY

Our proposed regeneration project aims to transform East Hull by delivering a comprehensive upgrade to its local amenities. This initiative will introduce state-of-the-art sports facilities designed to promote active lifestyles and community engagement. Additionally, we will create thoughtfully designed public spaces with a strong focus on health and wellbeing, offering green areas, walking trails, and recreational zones. The development will also include two major new retail stores, providing residents with greater convenience and boosting the local economy.

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OUR PROPOSALS



INCLUSIVITY

The project focuses on fostering inclusivity in East Hull by providing accessible sports facilities, including new training pitches and a sports hall, for all ages and abilities. The Club's expansion also includes women's netball, and a new home for the wheelchair rugby team, offering opportunities for diverse groups to participate in sports. In addition, the development will feature health and wellbeing spaces accessible to everyone, contributing to the city's efforts to enhance public health and wellbeing. By creating inclusive spaces and opportunities, the project supports Hull's strategy to uplift deprived communities and drive economic prosperity for all.



LANDSCAPE

Our ambition for the Sewell Group Craven Park region will significantly improve the landscape and green space in East Hull by integrating health and wellbeing-focused public spaces throughout the development. These spaces will provide accessible areas for outdoor activities, fitness, and relaxation, enhancing the local environment and encouraging community engagement. This regeneration will not only enhance the natural surroundings but also contribute to improving the quality of life for local residents by offering more open and accessible green areas.



HEALTH AND WELLBEING

Through the masterplan, we aim to provide equal access to health and wellbeing activities for communities in East Hull and beyond. The development includes training pitches, a sports hall, and areas for community fitness, promoting wellbeing and inclusivity. It will also create new job opportunities and improve local infrastructure, supporting Hull's goals for better health and economic prosperity. This project will make East Hull a more vibrant, accessible, and future-ready community for all. From promoting healthy, active lifestyles to inspiring the next generation of sporting talent, we want Hull KR to continue to play a central role in the community.



GROWTH

Our regeneration plan for the Hull KR stadium and surrounding area seeks to stimulate economic growth and create new jobs in East Hull through a mix of community-focused and commercial initiatives, including retail, leisure, and hospitality. Additionally, by expanding sports teams, we will open up more opportunities and career paths in sports development and management.

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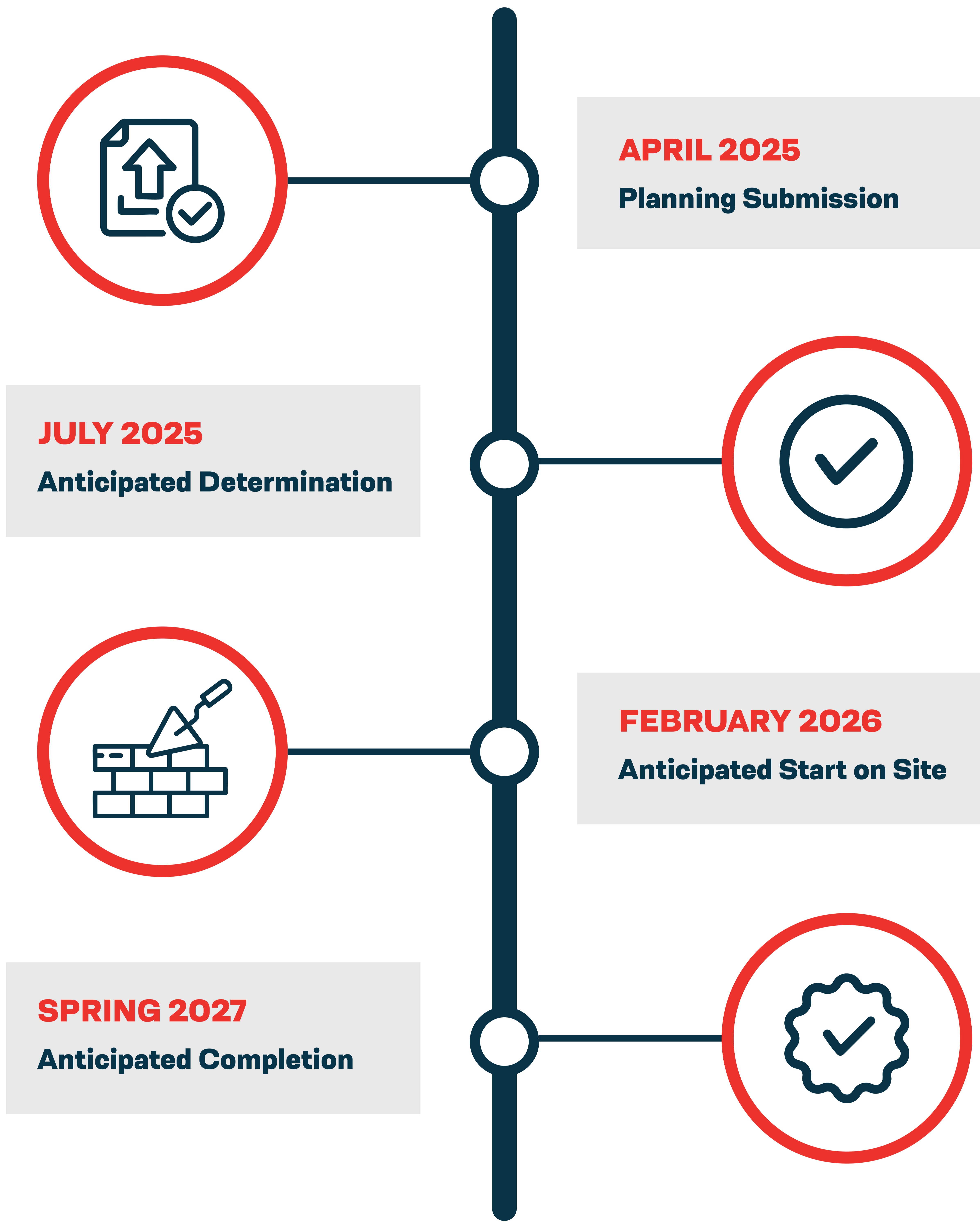


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PROJECT TIMELINE

We are following an indicative timeline for the project:



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NEXT STEPS?

We value your feedback and encourage you to share your comments and suggestions.

You can submit your completed feedback form to a team member or return it via email at cravenpark@social.co.uk.

Alternatively, you can post your feedback to:

FREEPOST RUCJ-HCBA-JGGX

Craven Park Consultation

Social

2.23 Platform

New Station Street

Leeds LS1 4BJ

You also have the option to complete the feedback form online on our website.

Please ensure your response reaches us by the **28 March** as this marks the closing date for the consultation.

After the application is submitted and validated, members of the public will be able to submit their comments directly to Hull City Council, as part of the 21-day statutory consultation period. Please be aware that changes are likely to be made between our current proposals and the final application, so you may have additional or alternative feedback to provide at that stage.



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