

Humber Strategic Marketing

Report to Humber Leadership Board

December 2021

Report by Mark Jones, Hull City Council

1. Introduction

1.1. This report provides Leaders with an update on the Humber-wide external investment marketing programme.

2. Recommendations

2.1. That the report be noted

2.2. That each strategic board established to deliver on the four cross estuary themes (the Decarbonisation Board, the Freeport Steerco/CLG and Humber 2100+) be requested to provide their proposed marketing programme to the Humber Leadership Board.

3. Current and planned future marketing activity

3.1. The Marketing Humber programme focuses upon building the regional business voice through a strong, coherent message, providing the compelling proposition to attract investment and growth.

3.2. Appendix 1 provides details of Humber Bondholders current and planned activity, which includes how the Humber was represented at COP26 through the Waterline Summit 2021. Eyes on the Humber was commissioned for COP26, which promotes what the Humber can do in response to climate change. The video can be found here: <https://thewaterline.global/summit-2021/media/watch-eyes-on-the-humber-cop26-film/>

3.3. Appendix 2 provides a key delivery dashboard with the Humber Bondholders key strategic messages.

3.4. The external marketing of the joint Humber proposition is a Humber-wide strategic priority. Greater focus on the priorities of the relevant boards and the provision of information relevant to the areas of main interest to the Leadership Board, including investment in energy/clean growth sectors, the Humber Freeport and Humber 2100+ would assist to better understand progress and impact.

4. Next Steps

4.1. Each 'lead' for the Humber-wide four strategic themes/priorities will be invited to provide a forward looking plan for their proposed marketing activity so that a composite report can be presented to a future meeting of the Leadership Board.



Marketing Humber 2021 Delivery

The Marketing Humber programme of delivery focuses upon building the regional business voice through a strong, coherent message, providing the compelling proposition to attract investment and growth. We provide the strategic partnerships, the knowledge exchange and marketing resources to meet the needs of the four local authorities, the LEPs, and our members.

We have a strong track record across many years, with 2021 being no exception. The Humber has never received such a voice as it has over the last 2 years, with unprecedented levels of funding and investment being announced. The voice continued with a fantastic representation at COP26, particularly through our short documentary 'Eyes on the Humber' which received multiple platforms and continues to spread the news of how the Humber is turning the world's greatest challenge into region's greatest opportunity.

<https://thewaterline.global/summit-2021/media/watch-eyes-on-the-humber-cop26-film/>

Decarbonisation and Clean Growth

Our programme for whole place decarbonisation has continued throughout 2021 commencing with the launch of the **Invest Humber – Net Zero Investment Prospectus** at a Bondholder Breakfast, **The Gaia Earth Exhibition** in collaboration with Freedom Festival, **The Green Skills and Jobs Summit** with the Yorkshire & Humber Climate Commission, support of the **Industrial Decarbonisation Cluster Plan**, through to **The Waterline Summit 2021**. This year The Waterline campaign has grown throughout the year, working with schools, FE, businesses, and communities, connecting our region to **COP26**. Our launch event, including the launch of the short film '**Eyes on the Humber**', opened the Planet Mark & BEIS Zero Carbon Tour at Hull City Hall, and we continued to engage and put the Humber on the international stage throughout the 5 days of the Summit. Our work continued all through the fortnight of COP26, covering the many events and performances of our regional partners in Glasgow, providing interviews, podcasts, and videos back into the region via our digital hub.

For all the Summit updates please see our digital hub: <https://thewaterline.global/summit-2021/>

We were instrumental in initiating the Reckitt led '**Vision for Hull**' campaign, bringing together the Hull City Council, The University of Hull with many city businesses to work together to drive the city carbon neutral strategy. This vision provided the foundations for events in both the blue and green zones at COP26.

Adaptation and Resilience

Building on our partnerships with The University of Hull and Yorkshire Water, we have shared the great work of the Energy & Environment Institute, Aura, and **Living with Water** alongside many other businesses and collaborations, building knowledge exchange for our energy transition, adaptation and **flood resilience**. This has appeared within our investment prospectus, The Waterline Summit and COP26 programme.

Freeports, trading gateways and logistics

Working in partnership with our Principal Partner ABP, we supported the **Freeports** bid through a Townhall event to build business momentum early in the year, following up with focus on the opportunities for this region at the launch event for **Humber Business Week**, which highlighted what this means in terms of

investment, job creation, growth of supply chain and impact on end-user and consumer. We continue to support the Humber Freeport SteerCo as it gathers pace and build the final business case.

Attracting Investment

Our strategic partnerships with Northern Powerhouse, CBI, and MakeUK, provide us the platform to promote investment opportunities within our key sectors, supported by advertorials in strategic publications for the investor and governmental audiences. InvestHumber-netzero, launched this year, continues to attract visitors. It has achieved an international reach, with top non-UK visitor origin countries of the USA, India, Germany, Canada and Australia.

<https://investhumber-netzero.com/>

Skills and the Young Talent Network

Working in collaboration with the HEY LEP, Marketing Humber launched the **Skills Humber** expo and provided a focus on skills and employability in a post-Covid recovery. This provided an opportunity to roll out the new Schools Careers Pack which launched on the national stage through **National Careers Week**. Our strong **Young Talent Network** has continued to grow and provide peer-to-peer networking, self-development, and industry insight events, as well as many social media campaigns to engage and empower our young talent.

Engaging young talent was front and foremost in the introduction of the very successful Waterline Student Challenge, with the winning team invited to Cop26 itself to present their innovative project.

<https://thewaterline.global/summit-2021/media/watch-the-waterline-student-challenge-2021/>

Place Promotion:

Across 2021 Marketing Humber has led on a number of publications and developed strategic partnerships to build a joint Humber narrative; this is with full support of our strong Principal Partner network. We have worked with national bodies such as MakeUK, Northern Powerhouse Partnership, CBI, NOF and RenewableUK to build a national network and presence for the Humber at online conferences and forums. Regionally, Marketing Humber has a strong presence on the Business Engagement Board, strong relationships building with both LEPs, and with each of the Local authority economic development teams. We continue our strong relationship with Reach plc through sponsorship of the **Business Awards**.

We continue to provide place promotion on the national and international stage through our strong **marketing collateral** which include the powerful Energy Estuary map, Trading Gateway map and Britain's Kitchen map. All to be found here: <https://www.marketinghumber.com/what-we-do/materials-resources/>

These are supported by our popular **YourLife** and **YourView** brochures :

<https://www.marketinghumber.com/what-we-do/materials-resources/> both promoting the region as a great place to live, work, study and invest and providing a strategic resource for attracting talent into the area.

Other key resources added in 2021 are the following:

Investment Prospectus (digital platform): <https://investhumber-netzero.com/>

We are now delivering the **Humber Industrial Decarbonisation Map** in collaboration with CATCH and the HEY LEP – this is due for publication shortly.

Schools pack for careers in a sustainable future: <https://www.marketinghumber.com/media/7192/the-waterline-student-ebook.pdf>

This has been used extensively throughout the year and across the region and been an asset for all Schools engaging with The Waterline Summit Student Challenge.

2022 Look Ahead

The Marketing Humber programme of delivery will continue to focus upon building the regional business voice through a strong, coherent message, providing the compelling proposition to attract investment and growth. For 2022 we will focus particularly on our members, keeping their needs at the heart of everything that we do as our businesses continue to recover from the pandemic.

Strategic Aims:

- 1: To be the business voice for the Humber's place-based marketing
- 2: To work in collaboration and ensure our members are at the heart of all that we do
- 3.: To establish a vibrant, dynamic and sustainable membership model for the long term
- 4: To champion the region's agreed distinctive strengths to the widest audience
- 5: To advocate the Humber as an international leader in Clean Growth and Net Zero Carbon

We will develop a strong internal programme to allow our businesses to reconnect – this will include the refresh of our Bondholder Breakfasts, with introduction of more Industry Insights and Networking Events to bring SMES, supply chains and knowledge exchange to the heart of our region.

This will keep Place Promotion at the heart of our delivery with a key focus on attracting investment and jobs.

We will tackle the big challenges and opportunities of the region through our partnerships and collaborations – including those of decarbonisation, freeports, data science and talent attraction and retention.

Our programme will also support the targeted commissions required by our partners and stakeholders, those which support direct inward investments.

DRAFT 2022 PROGRAMME

Bondholder Events:

- Jan – Decarbonisation Cluster Map Launch (in collaboration with CATCH/Aura)
- Feb - Arts & Culture Event (in collaboration with Hull Truck)

- Apr - Skills Humber Launch (in collaboration with HEYLEP)
- Jun - Biz Week Launch
- Jul - Food & Drink Celebration Event (in collaboration with GLLEP and Team Lincolnshire)
- Oct - The Waterline Summit 2022
- Oct – London Ambassadors Event

Principal and Major Partner Events:

- Jan 13th – Principal and Major Partner Roundtable
- May - Principal Partner Roundtable
- Sep - Principal and Major Partner Roundtable
- Dec - Principal Partner Roundtable

Industry Insights:

- Feb - Industry Insight (host to be confirmed)
- May - Industry Insight (host to be confirmed)
- Jul - Industry Insight (host to be confirmed)
- Nov - Tech Industry Insight (host to be confirmed)

Young Talent Network Events and Campaigns:

- Jan - Personal Development Event
- Mar - Crazy Golf Social Event
- Apr - Showcase the YTN at UoH Student Futures Fair
- Jun - Next Generation Development Event & Social
- Aug – Insights Event
- Oct - YTN Waterline Development Event
- Dec - Christmas Games Night Social

Sponsorships/Awards:

- Jul - Support People in Business Awards 2022
- Jun - Support Humber Renewables Awards 2022
- Nov - Support Hull Live Business Awards 2022

Potential Conferences/External Delegations:

- Tricoya Launch delegation
- Goole STEP delegation
- MakeUK conference
- CBI Annual Dinner

Marketing Humber 2021 Delivery

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Event Calendar 2021 - Delivered

Bondholder Events:

- March 1st - 5th – National Careers Week - representing Humber businesses for career opportunities on the national stage
- March 11th - The Humber: An Innovation and Investment Hot Spot
- April 21st – Pathways to Success: The Humber's Vision for Skills During Economic Recovery - Launch and support of Skills Humber Expo
- June 7th – Global Humber: Local Opportunities (the Launch of Humber Biz Week 2021)
- June 9th – Meet the Leaders (all 4 Local Authorities outlining the pan-regional strategy)
- June 11th – Business Day at Bridlington Spa
- August 25th - Gaia Event - Interconnected responsibility for a low carbon future
- September 28th - Yorkshire & Humber Green Jobs & Skills Summit in collaboration with Y&H Climate Commission and Aura for green skills and employment
- October 18th – 22nd - The Waterline Summit 2021: Connecting the Humber to COP26
- October 22nd-24th– Collaboration with Absolutely Cultured to bring Floodlights to the Waterline Summit
- November 1st-12th - The Waterline – Connecting the Humber to COP26

Event Imagery:



Event Calendar 2021 - Delivered

Principal and Major Partner Events:

- February 4th - Principal Partner Strategy Update
- May 4th - Principal and Major Partner Freeports Roundtable
- September 16th - Principal Partner Roundtable

Young Talent Network Events and Campaigns:

- January 26th - The Power of True Connection
- May - June - SME Lockdown Entrepreneur Insights campaign
- June 9th - Biz Week Launching Next Generation Day Events - Development workshop on Personal Brand
- July 9th - Sponsoring Rising Star @ HEYPIB Awards
- August - September - Waterline Eco Clean up Challenge
- October 18th - 22nd - Rapid Insights - Climate Change is for Life, Not Just for Summer
- December 10th - Christmas Quiz @ KINGS

Industry Insights:

- July 27th - Bilfinger Industry Insight Online

Sponsorships/Awards:

- March 4th - Humber Renewables Awards
- March 11th - Hull Daily Mail Business Awards 2020
- July 9th - People In Business Awards
- November 18th - Hull Daily Mail Business Awards 2021 - event sponsor and table taken

- March 4th – Launch of **The Waterline Student E-book**
- May 17th – Launch of **The Waterline Student Challenge**
- August 25th - **Gaia Earth** Event - Interconnected responsibility for a low carbon future
- September 1st – Launch of **MyTopia II** – educational sustainability game
- September 1st – Launch of **The Waterline Summit event hub**
- September 28th - Yorkshire & Humber **Green Jobs & Skills Summit** in collaboration with Y&H Climate Commission and Aura

- **October 18th-22nd – The Waterline Summit: Connecting the Region to COP26**

5 themed days of hybrid events in alignment with COP26 Presidential Themes:

- 'Eyes on the Humber' – launch of the BEIS & Planet Mark Zero Carbon Tour
- Energy Transition Day
- Clean Road Transport Day
- Adaptation, Resilience & Nature Day
- Cities & Built Environment Day

- **November 1st – 12th COP26**

- 'Eyes on the Humber' Film shared across many platforms including MakeUK and CBI
- MyTopia won a place in the Green Zone
- Winners of The Waterline Student Challenge presented with SSE Thermal in fringe event
- Vision for Hull events for Reckitt, Hull City Council and The University of Hull in both blue and green zones
- Roving Reporter captured interviews with VIP speakers including many from Living with Water, The University of Hull, Kids against Plastic

The Waterline Summit 2021: Connecting the Humber to COP26

- The most important and largest decarbonisation event in the North of England.
- 26 Free hybrid events held over 5 days
- New events introduced including The Waterline Dragon's Den, The Student Challenge and external fringe events held by key stakeholders and partners (e.g., Arup, Equinor, CATCH, Humber Zero, Orsted, Living with Water and many more)
- Over 100 speakers
- Over 2500 engaged + Floodlights event engaging 1000's across the city
- 7 continents engaged
- Many new connections including Vietnam, Thailand, Greenland and even Space
- Online reach: 142,000 people
- At COP26 – 'Eyes on the Humber' Film, Mytopia, Student Challenge winners alongside the many businesses and organisations presenting, debating, exhibiting, performing (theatre production).

[Catch up on the Summit and our Humber presence at COP26 here](#)



Gaia: Arts, Culture & Industry

Interconnected responsibility for a low carbon future

- 65 registrations
- 60 attendees
- [Full Event coverage](#)



Hosted under the Gaia installation at Hull Minster, artwork by Luke Jerram as part of Hull's Freedom Festival.

The event brought together arts, culture and industry and explore our shared role in transitioning to a low carbon future, while Gaia offered a powerful new perspective on interconnection and why we have a joint responsibility in accelerating and delivering this transition.

Attendees heard from Professor Mark Jolly, Director of TransFIRE, who explored the role of heavy industry in the transition to net zero. Professor Jolly was joined by local business leaders who will explore the hopes for new visions and ambitions for the Humber's cultural sector.

Y&H Green Jobs & Skills Summit



Delivered in partnership with Yorkshire and the Humber Climate Commission and Aura Innovation Centre. Discussions centred around how Yorkshire and the Humber are bridging the skills gap faced by the Net Zero transition and maximising the job opportunities that will come as part of building back better and greener.

Through a series of business sector snapshots, breakout groups and a Q+A panel discussion they discussed the role of green skills in the 'levelling up' agenda and the importance of Government, industry, unions, education providers and civil society working together to support the upskilling and reskilling of the workforce in the North.

Digital Marketing & Communications – month of October 2021



336 followers **5,885** reach **7,424** impressions **224** page views **141** engagements



2,458 Followers (+216) **947** reactions **46,843** impressions **1,111** page views



9,417 followers **5,463** engagements **266,671** impressions

- LinkedIn followers continuing to grow rapidly
- We have recently set up a new YouTube channel to host video content from MH, including The Waterline Summit. **'Eyes on the Humber' has been viewed 1,400 times.**

Marketing Humber website sessions:

marketinghumber.com
16,814

+10.9% YOY

thewaterline.global
11,844

+338.3% YOY

InvestHumber-netzero
919

- Migration of summit event content to TheWaterline.global has caused explosion of traffic to site
- Invest Humber continues to attract visitors ahead of upcoming phase two update. It has achieved an international reach, with top non-UK visitor origin countries of the USA, India, Germany, Canada and Australia.

Publications:

- Business Live
- The Yorkshire Post
- Hull CC News
- That's TV Humber
- Invest Hull
- BBC Radio Humberside
- Business Works
- Business Insider Yorkshire and Humber
- ITV Calendar
- BBC Look North
- The Hull Story
- Commerce and Industry Magazine

Young Talent Network Throughout Summer 2021

Key updates:

- YTN Eco Summer Challenge engaged 23 young talent network members to take part in simple, eco-conscious changes to their everyday lives to raise awareness and promote behavioural change for the good of the local and global environment. We held a celebration social in Beverley to celebrate our members efforts and provide a networking opportunity.
- During the Waterline Summit we launched the first in the series of our YTN Rapid Insights.
- Connections have been created with the UoH's Student Futures team. The YTN will look to provide content for digital signage, student news and attend the student careers fair in April 2022
- Oct & Nov YTN Steering Group meetings have taken place in person.

Next steps:

- Promoting our Christmas Quiz 2021 social event.
- Shape content for the next development event - January
- Build 2022 strategy to strengthen the YTN's link to Marketing Humber and increase visibility amongst Bondholder businesses.
- Evaluate the ideas submitted by the steering groups for MH link to YTN, Rapid Insight topics and Christmas Quiz ideas.
- Reposition YTN branding including an update to the logo to create better association with MH.
- Continue to grow the LinkedIn, Twitter and Instagram accounts.
- Continue to share and promote news/ jobs/ opportunities in the region aimed at young talent.

Events & Campaigns:

Eco Summer Challenge - Through August

Eco Warriors from our Young Talent Network challenged themselves to make simple, eco-conscious changes to their everyday lives throughout August for the benefit of our local and global environment.

23 participants

[View #YTNEcoSummer](#)

Rapid Insights

- 18th – 22nd October

Launching our Rapid Insight series: Climate Change is for Life, Not Just for Summer, advice and practical changes to help individuals and businesses on their eco journey.

31 Views

[Watch here.](#)

NEXT EVENT:

Christmas Quiz 2021 - 3rd Dec

7pm at KINGS –

Share registration link



Online:



334
followers
+7



155
followers
+23



221
followers
+12



722
sessions
up 106

2022 Strategy:

Throughout 2022, Marketing Humber will continue to focus on our 5 strategic objectives:

- 1: To be the business voice for the Humber's place-based marketing
- 2: To work in collaboration and ensure our members are at the heart of all that we do
- 3: To establish a vibrant, dynamic and sustainable membership model for the long term
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Internal Engagement:

- Bondholder Breakfast
- Networking Events
- Principal and Major Partner Roundtables
- Young Talent Network
- Industry Insights
- Sponsorships & Awards
- Conferences & Delegations

Tackling Big Challenges:

- Decarbonisation – The Waterline
- Freeports
- Talent
- Data Science/Digital Technology

Targeted Commissions:

- Humber Industrial Cluster Plan map
- University of Hull Industry Insights
- Investment Engagement events
- Investment launches

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