

## **Marketing Humber Objectives and Milestones 2021/22 Financial Year**

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 LEAs, and our members.

We have a strong track record across many years, with 2020 being no exception. The 2020 Delivery Report can be found through this link: <https://www.marketinghumber.com/media/7189/delivery-report-2020.pdf>

### **Decarbonisation and Clean Growth**

Our programme for whole place decarbonisation continues throughout 2021 commencing with the launch of the **Clean Growth Investment Prospectus** next week at a Bondholder Breakfast, support of the Industrial Decarbonisation Cluster Plan, through to **The Waterline Summit 2021**. This year The Waterline campaign will grow throughout the year, working with schools, FE, businesses, and communities, connecting our region to **COP26**.

### **Adaptation and Resilience**

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

### **Freeports, trading gateways and logistics**

Working in partnership with our Principal Partner ABP, we are supporting 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 **BizWeek**, to highlight what this means in terms of investment, job creation, growth of supply chain and impact on end-user and consumer.

### **Attracting Investment**

Our strategic partnerships with HSBC UK and other financial organisations will continue to provide opportunities to demonstrate the multiple low-carbon opportunities to transition to a net zero industrial cluster. Alongside continual development of the Clean Growth Investment Prospectus, which will demonstrate a strong portfolio of projects of all scales, further business consultations and a Humber Tour for financial investors are planned.

Other strategic partnerships, for example 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.

### **Digital Technology**

Working in collaboration with C4Di and the Tech Humber team, Marketing Humber will launch the **Tech Expo** with a Bondholder Breakfast event. This will focus on digital innovation and the part this will play in the post-Covid recovery and reaching net zero, future careers and opportunities.

### **Skills and the Young Talent Network**

Working in collaboration with the HEY LEP, Marketing Humber will launch the **Skills Humber** expo and provide a focus on skills and employability in a post-Covid recovery. This will provide an opportunity to roll out the new Schools Careers Pack which has launched on the national stage through **National Careers Week** this week - <https://ncw2021.co.uk/vcf-lobby/marketing-humber/>. Our strong **Young Talent Network** will continue to 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.

### **Place Promotion:**

For 2021 Marketing Humber has a growing number of publications and strategic partnerships in place to build a joint Humber narrative; this is with full support of our strong Principal Partner network. We are reaching out to national bodies such as MakeUK, Northern Powerhouse Partnership, CBI, NOF and RenewableUK to build a national network and presence for the Humber at 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**. Diana Taylor also sits on the judging panel for this prestigious celebration of regional businesses.

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. Other key resources to add to this in 2021 are the following:

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

Following the launch this month there are planned development phases to grow and deliver our whole place roadmap for decarbonisation

**Schools pack for careers in a sustainable future:**

<https://www.marketinghumber.com/media/7192/the-waterline-student-ebook.pdf>

Following the launch this month this is set to expand across the Humber businesses, signposting and informing students of opportunities across all sectors

**YourLife:** <https://www.marketinghumber.com/what-we-do/materials-resources/>

Promoting the region as a great place to live, work, study and invest and a strategic resource for attracting talent into the area – update planned for 2021/22.

N.B. It is important to note that the activities outlined below are not all funded yet and are carried out by a small, excellent team operating on a small budget provided through member subscriptions. This year, we will be relying on return of growth to our membership following COVID-19, partnership working, as well as sponsorship and new income streams created through providing value-adding services to Bondholders.

### **Key Events:**

- MARCH 4<sup>th</sup> - **National Careers Week Exhibition** and launch of The Waterline Schools Pack and Programme.

- MARCH 11<sup>th</sup> - **The Humber: an innovation and investment hot spot**

<https://www.marketinghumber.com/news-events/events/bondholder/the-humber-an-innovation-and-investment-hot-spot/>

*Launching our exciting new resource to attract investment in multi-billion-pound projects.*

Join us live and discover the Humber's national and global role in driving the nation's economy, why our region is an innovation and investment hot-spot and get first sight of our exciting new resource to attract investment in 14 innovative, multi-billion-pound projects across our region - a portfolio that will grow and develop with us as projects for clean growth become a reality.

We will be joined by Roger Marsh: Chair NP11 alongside Humber business leaders Patrick Pogue: px Group, Katie Hedges: CATCH and Finbarr Dowling: Siemens Mobility, who play key roles in some of the astounding transformational projects set to decarbonise and drive growth in our region.

- APRIL (date TBC) – support of **ABP Freeports Townhall** to increase business engagement and bid promotion
- APRIL 21<sup>st</sup> - **Skills Humber** – Opening the expo with a Bondholder Breakfast to focus upon the challenges for the next generation post-Covid, and the opportunities being created across the region in our key sectors.
- JUNE 7<sup>th</sup> - **BizWeek**
  - Marketing Humber have a long-standing major role as opening event organisers and will hold a Bondholder Breakfast to launch the week again this year. During 2020 when BizWeek was cancelled, Marketing Humber led One Humber Online Week to bring the business communities together during Covid to collaborate, celebrate business resilience, and provide much needed support during the pandemic.
  - For 2021, with some significant bid results imminent, we will focus on an announcement around the freeport bid, opportunities for port expansions and associated investments in the region; what this will mean to local economy, provision of jobs, supply chains,

end-users, and consumers. This will be delivered in partnership with ABP (a Principal Partner) plus large ports investors, SMEs, and start-ups.

- This year too for the first time, the Young Talent Network will deliver 3 events for the next generation – including an inspirational speaker, a self-development event and a social and networking event
- **Late Summer TBC - Launch of Tricoya Ventures UK**
  - Opening of latest plant at the HIPO investment site of Saltend Chemicals Park
- **OCT TBC - Tech Week** - Marketing Humber have built a strategic partnership with the Tech Humber team since its concept and have hosted the launch event from year 1. We plan to do so again in 2021 with a Bondholder Breakfast event focussed upon the digital revolution happening in the Humber
- **NOV 8<sup>th</sup>-10<sup>th</sup> The Waterline Summit**
  - A 3-day event connecting the region with COP26
  - With a focus on 3 target audiences of Business, Education and Students, and Social Communities
  - Each day to be presented on a hybrid platform with Debate, 'how to' seminars, and behind the scenes Industry Insights to connect big industrial leaders and our SMEs to the opportunities within a net zero transition.
  - For the students, a focus on sustainability projects and careers in clean and green growth industries
  - Additionally we will be streaming events back from COP26 into the region to connect us to the global stage
- **NOV 1<sup>st</sup>-12<sup>th</sup> COP26**
  - Marketing Humber is leading a submission from The Waterline on behalf of our partners and supporting businesses:

*Through 'The Waterline - Why the World Needs the Humber' broadcast, we will illustrate the challenges and the resilience of the region and bring forward the spirit of the Humber and the global relevance of our research, innovation, and expertise to the conference. Key figures and global experts from all seven continents will be brought into the conversation, to reflect on how the transformation happening here is relevant to all estuarial communities around the world.*

*Come on a roller coaster ride through the Humber. Meet the people changing our future through innovation, technology, and belief. Come and meet the businesses - grass roots to global corporations - embracing technology and providing opportunities to transition to a net zero economy.*

- MH is also in discussions with strategic partners, MakeUK and HSBC UK, to support their COP26 campaigns using the Humber as an exemplar industrial cluster with multiple solutions for the transition to net zero
- We are also supporting the LEP with a collaborative regional submission

- Independent from the success of these submissions, we are planning to stream COP26 back into the region as part of The Waterline Summit - connecting our businesses, and communities with the conference.
- **HDM Business awards** – Marketing Humber have supported HDM Business Awards for many years and built strong relationships with the HDM team.
  - Diana Taylor joined the judging panel for the awards in 2019 and has been invited to return for a third year
  - Marketing Humber are 2020 Sponsor of the large business award and looking to continue to play a major role in 2021
- **Early Spring TBC – Sustainable Finance Humber Tour**
  - investors from key banks and financiers to complete a 2-day visit to the region to understand the opportunities in the Humber for net zero investment – site tours and business leader roundtables planned across the region.
- Throughout the year, these are supplemented by a parallel **Young Talent Network** programme providing inspirational speakers, self-development, networking opportunities. Please see <https://www.marketinghumber.com/young-talent-network/> for further information/
- Throughout the year Marketing Humber will also be holding additional **Industry Insight events** for targeted Bondholder audiences – these will be focused upon our key priorities of low carbon solutions, flood resilience, ports and logistics and new investments.