



One Voice One Humber Unrivalled Connectivity

Join our powerful network of businesses
working together to promote the Humber



Marketing Humber
delivered by **Bondholders**

We are Marketing Humber

Marketing Humber is the region's economic place marketing company, responsible for the promotion of the Humber for growth and investment, to a national and international audience

A not-for-profit organisation, Marketing Humber is supported by regional partner businesses and stakeholders.

These businesses all hold a 'bond' in our region, and are known within the region as our 'Bondholders'. They are passionate about promoting the Humber for future prosperity.

Joining Marketing Humber as a Principal, Major or Business Partner (Bondholder) opens opportunities across the region and beyond to get involved in what we do:

- Marketing Humber brings businesses together to promote and accelerate an ambitious vision for the region
- Partners share expertise and experience to capitalise on opportunities for the region's
- We work together, with one business vision, to take the Humber message to the heart of influential networks in London, the rest of the UK and internationally
- We demonstrate the quality of life, the rich opportunities to work and grow, to support employees across the region
- Our Young Talent Network is supporting the next generation of Humber leaders, facilitating connections and creating peer to peer and leadership development opportunities.

"Marketing Humber has a vital role to coordinate and magnify the Humber as one voice. It crucially focuses on telling the Humber's compelling story as a place of investment, innovation and opportunity to key target audiences. It is refreshing to see an organisation playing such a strategic role."

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





“These unified messages for the Humber have subsequently become engrained within the region’s public identity at a national level and within Westminster.”

Graham Stuart, MP and Parliamentary Under-Secretary of State at the Department for International Trade

Place Marketing

Marketing Humber has shaped the region’s identity; ‘UK’s Energy Estuary’, ‘Britain’s Kitchen’ and ‘The UK’s Trading Gateway’

The launch of Marketing Humber’s sector maps demonstrates our industrial expertise on a global scale and communicates the wealth of opportunities here in the Humber.

This Humber branding has since been adopted by high-level decision-makers and influencers, including Government ministers following significant promotion, media and communications activities.

Materials & resources

- Marketing Humber produce high-quality relocation guides used to attract talent and promote living and working in East Yorkshire and Northern Lincolnshire. The guides provide a wealth of information about the region and are available for use as tools to support recruitment.

- Marketing Humber has an extensive portfolio of professional photography from across the region available for partners to use.
- You can play your part in promoting the region and growing the local economy by distributing the Marketing Humber materials at events, conferences and exhibitions and providing them to key contacts, colleagues and clients outside the region.



17,000+

copies of Your Life distributed to support recruitment



Unified Messages

Marketing Humber provides a clear, consistent and powerful voice for the Humber

Humber investment and sector messages are promoted through close relationships and collaborations with national and regional media in order to maximise opportunities and exposure for our region.

Marketing Humber works with broadsheets, such as The Times, to commission media supplements - most recently, a 16-page edition: 'Investing on the Humber', published by Raconteur Media. Partners benefit from being involved in hosted journalist visits including The Financial Times, BBC and ITV News. Regional media partners include; Yorkshire Business Insider, Commerce & Industry and Mail, News & Media.

Our voice

- Marketing Humber's e-newsletter, 'News from around the Humber', is a valuable way of keeping up to date with business news and investment activity from across the Humber. Partners are encouraged to share positive news stories, events, job opportunities and contract opportunities for distribution to a large, engaged audience.

- Marketing Humber commissions case studies, coupled with professional photography, to demonstrate the significant investment and rapid growth of regional businesses – these are promoted through Marketing Humber's platforms and are readily available for media enquiries.
- A programme of 'Business Voice' podcasts, has been developed by Marketing Humber to evoke topical conversation around national and global challenges and the contribution of Humber businesses.
- An online directory is available to partners, which encourages Marketing Humber businesses to be the first port of call when looking to procure goods and services as well as facilitating business with each other.



The most read articles during the first 2 weeks of June 2018 on Raconteur and The Times websites were George Osbourne's 'Vision for the North' and 'What Brexit means for the Humber' – both featured in 'Investing on the Humber'.



Young Talent Network

“The YTN has filled a gap in networking opportunities for people early in their career. Members of the YTN are the future of the region and providing this opportunity means we can start building networks, sharing ideas, adding our voice and even doing business between each other.”

Becky Keegan, Digital Coordinator,
Sewell Group

Young Talent

Marketing Humber has created the Young Talent Network to address the recruitment and retention challenges faced by regional businesses

Across the Humber there is a thirst for fresh talent and new energy, vital to secure the region's legacy.

The Young Talent Network (YTN) is a forum for those at the beginning, or in the early stages of their career to come together, build connections and gain insights into businesses and industries across the region.

Being part of the YTN provides opportunities to build networks, make connections, enhance impact, and demonstrate a collective voice.

An events and activities programme designed by, and for, Young Talent across the region focuses upon networking, knowledge exchange and personal development.

Marketing Humber's #whereitbegins film forms a key part of the campaign to attract and retain talent and demonstrates the wealth of opportunities and varying careers available here in the Humber. It presents case studies of young talent who have started their professional lives within the region. The film is available for partners to use whilst promoting their own recruitment and development activity.



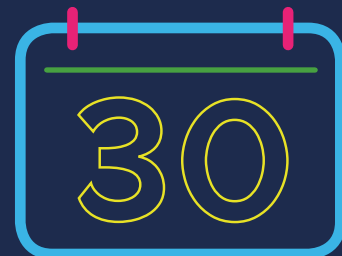
With one voice, we strengthen and unify the Humber's message

Marketing Humber regularly bring together external audiences, partners and regional stakeholders for events held within the Humber and throughout the UK's cities and regions.

These events are essential for strengthening and unifying the Humber's message. Audiences gain knowledge about the regional business climate, investments and developments, they pair different business backdrops with an exciting programme of activity. The events also offer exclusive opportunities to meet like-minded peers and leaders.

National and regional business leaders, politicians and industry experts are amongst our speakers; ambitious, high-growth decision makers and business owners join our audiences. In the last year alone, events have covered topics including; ports & logistics, skills, health, digital, food & drink, culture, leisure, manufacturing, investment & trade, sport, finance and Brexit.

Marketing Humber's calendar includes: Bondholder Breakfasts, Business Leader Dinners, Industry Insights, Ministerial Visits, Trade Delegations, Humber Roadshows, Parliamentary Receptions and Young Talent Network events.



Bondholder events delivered in the last year



"I am very grateful to Marketing Humber for enabling me to learn more about this story first hand by hearing about the experiences of local businesses. The work of the Bank's Agents in Yorkshire and Humber means this conversation will continue, helping us understand how the economy is working."

Andy Haldane, Chief Economist, Bank of England and the Government's Industrial Strategy Council Chair



“This is a great platform to connect with our partners and alumni at the same time as showcasing the innovation and creativity that comes out of Hull and the Humber.”

Dr David Richards, Pro-Vice-Chancellor for Research, Enterprise and Marketing

National & International Connections

London Humber Ambassador Club

UK and global connections with the Humber provide a platform for investment.

Our partners are critical to the region's growth and make a vital contribution by being ambassadors for the Humber.

Establishing relationships and building influential networks nationally and internationally to proactively promote the Humber's competitive assets and key messages is vital. Our London Ambassador Club takes our message to the heart of the investor community. London Humber Ambassadors are a mix of investors, significant industry leaders, senior politicians, civil servants and University of Hull and Humber business alumni affiliated with the region.

Accessing the alumni and networks of the University and businesses alike, the London Humber Ambassador Club:

- Provides a London presence
- Builds networks to influence investors
- Builds and fosters national and international connections
- Provides a platform to raise the profile of the Humber and bring unified messages to the heart of influential networks around the world
- Actively works hand-in-hand with Marketing Humber, partners, the University of Hull, Government and stakeholders

UK Collaborations

Marketing Humber work closely with partner organisations who believe in the opportunities for UK economic growth, including the Northern Powerhouse Partnership, Make UK, Confederation of British Industry, Department of International Trade, the Humber Local

Enterprise Partnership, Institute of Directors, Hull & Humber Chamber of Commerce, the University of Hull and many other regional and national organisations.

Be part of the region's future

It is increasingly competitive across the UK to attract large-scale investment projects and the Humber needs to be proactive in gaining global relevance.

Collectively, Marketing Humber and the University of Hull, through a combination of industry & academic expertise and world-class research & development activity, act as a catalyst to bring together thought leaders through the international campaign; The Waterline.

The Waterline positions the Humber as a global demonstrator tackling the challenges of climate change and builds upon the assets and advantages, the skills and capabilities we have here in the region.

The Waterline:

- Makes the Humber globally relevant for the challenges of climate change
- Focuses our future on demonstrating a new economic modal for decarbonisation
- Provides regional projects to build sustainable growth over the next 50 years

The Waterline Think Tank brings together the voice of business, industry and government, and develops concepts, ideas and feasibilities to deliver the strategic and transformational projects that will secure the future of the Humber.



“In the Humber we have the chance to show we have a new economic and environmental model to deal with global climate change. The Humber can be a centre of excellence.”

Lord Prescott, former Deputy Prime Minister, Honorary Research Fellow at the University of Hull





Why become a Marketing Humber Partner?

Joining as a partner you will hold a 'bond' in our region

As a Principal, Major, or Business Partner, your business will be able to become part of the continuing momentum of economic growth and change within the region.



You have the opportunity to be part of:

- A collaboration of businesses working together for the greater benefit of the region
- Peer to peer networking and knowledge exchange
- Harnessing local talent and attracting skilled professionals
- Through involvement in The Waterline campaign you will be part of the ambitious plans for the region, developing a new economic model for decarbonisation for the Humber
- Generating opportunity amongst investor and other high profile audiences participating in, and supporting the work of, the London Humber Ambassador Club
- Creating unified messages and one voice for the Humber region

“We strongly believe that businesses in the region can work better together with one vision. Let’s be part of a proactive network that will help make the Humber voice be heard, throughout London and the rest of the world. We are stronger together.”

Yvonne Adam, Marketing Director,
Young’s Seafood

Our powerful network includes...



Principal Partner

The benefits of joining as a Principal Partner are:

- Opportunities to play a critical role in mobilising the 'The Waterline' Campaign and Think Tank
- Participation in and development of the new economic model for decarbonisation, funding necessary analysis and research, building the market opportunity
- Facilitating and enabling the regional Marketing Humber programme underpinning our regional network of ambassadors

And include:

- Exclusive invitations to parliamentary receptions and ministerial meetings
- Exclusive invitations to the London Humber Ambassador Club events
- Opportunities to host high-profile visitors, delegations and Ministers to the region
- Exclusive invitations to attend and host private business leaders' lunch and dinner events
- Event platform opportunities for your business
- Access to all the Major Partner and Business Partner benefits for your employees

Cost: £10k per annum



“We are thrilled to be a Principal Partner, it enables us to have a voice and influence in the region. This is a very exciting time to be part of the future of the Humber, we know we can achieve great breakthroughs both in water resilience and the growth of the local economy.”

Lee Pitcher, Head of Resilience,
Yorkshire Water



"We're very grateful to Marketing Humber for pulling together a hugely successful dinner with Graham Stuart MP. It was great to hear from the region's key decision makers who can move discussions forward."

Mark Pearson-Kendall, Managing Partner,
Andrew Jackson Solicitors LLP

Major Partner

The benefits of joining as a Major Partner are:

- Opportunities to participate in mobilising the 'The Waterline' Campaign and connecting with the work of 'The Waterline' Think Tank
- Engagement with the promotion of a new economic model for decarbonisation
- Facilitating and enabling the regional Marketing Humber programme underpinning our regional network of ambassadors



And include:

- Invitation to participate in 'The Waterline' hackathons, providing expertise and innovation
- Invitations to private business leaders' lunch and dinner events
- Invitations to Humber road and trade shows
- Exclusive invitations to local cabinet/ MP meetings
- Opportunities to host access-all-areas Industry Insight events
- Priority for media opportunities
- Access to all the Business Partner benefits for your employees

Cost: £3k / £6k (companies > 200 employees) per annum

Business Partner

The benefits of joining as a Business Partner are:

- Networking and peer to peer knowledge sharing
- Online profiling, PR and print resources
- Young Talent Network

And include:

- Partnership, networking and knowledge exchange opportunities with invitations to Bondholder breakfasts and access-all-areas Industry Insight events
- Online opportunities to build regional profile, promote news, events, and job postings
- Support for your organisation and employees for PR through promotion via the Marketing Humber e-newsletter and social media channels
- Access to the image gallery and marketing resource pool
- Connection of your employees to the Young Talent Network – networking and personal development opportunities through events and activities for those within your business in the early stages of building their career
- Invitations to corporate hospitality events
- Affiliate membership benefits for UK partnerships (i.e. Make UK)

Cost:

£500 (companies <40 employees) per annum

£1k (companies 41-100 employees) per annum

£2k (companies >100 employees) per annum





Marketing Humber
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The Humber is at the forefront of change. Add your voice.

To become a Marketing Humber
partner, please contact:

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