



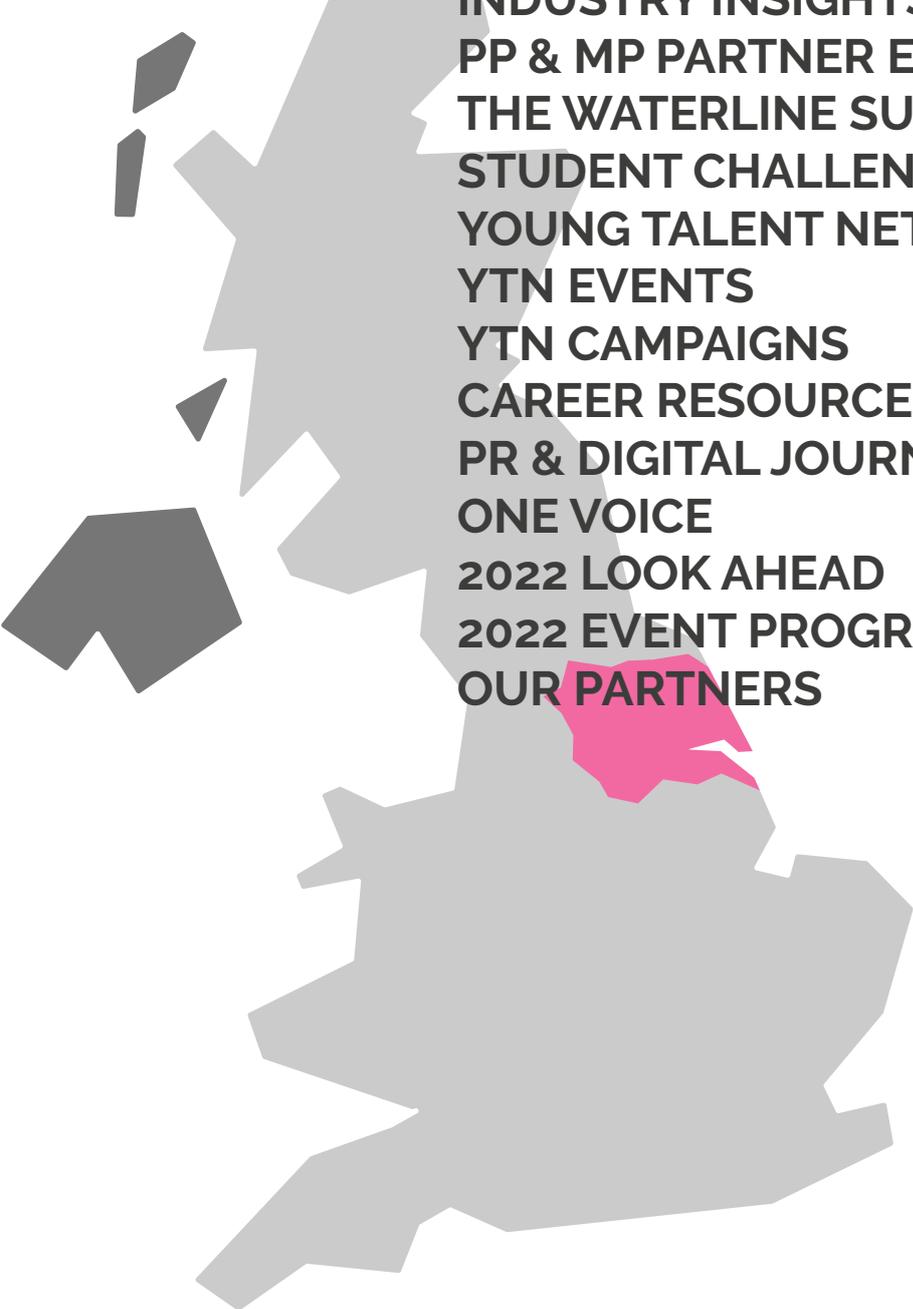
DELIVERY REPORT 2021

BY MARKETING HUMBER



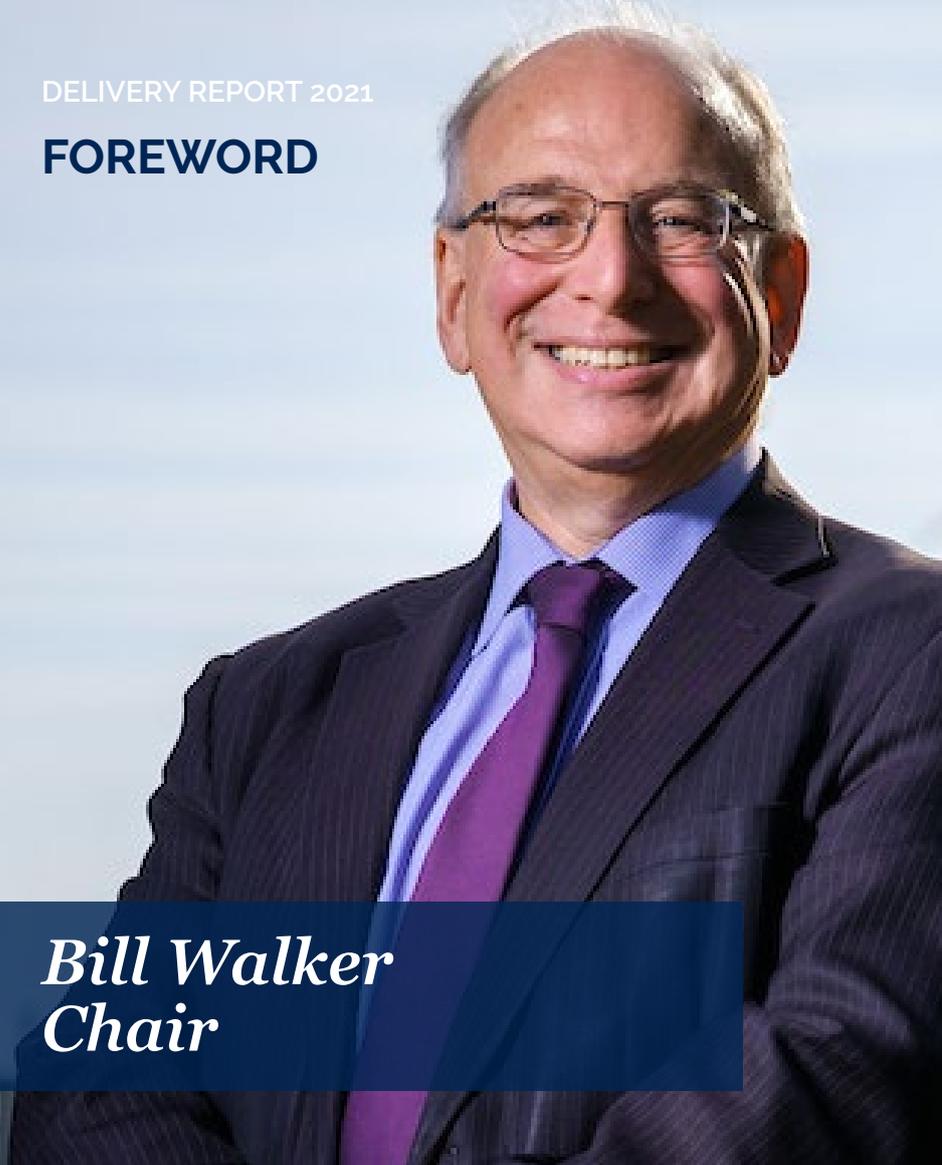
*ONE HUMBER
ONE VOICE
UNRIVALLED CONNECTIVITY*

Contents



FOREWORD	4
BONDHOLDER EVENTS	6
INDUSTRY INSIGHTS	10
PP & MP PARTNER EVENTS	11
THE WATERLINE SUMMIT	12
STUDENT CHALLENGE	15
YOUNG TALENT NETWORK	16
YTN EVENTS	17
YTN CAMPAIGNS	20
CAREER RESOURCES	21
PR & DIGITAL JOURNEY	22
ONE VOICE	24
2022 LOOK AHEAD	25
2022 EVENT PROGRAMME	26
OUR PARTNERS	27

FOREWORD



Bill Walker
Chair



12 Bondholder
Breakfast Events,
6 YTN Events, plus
the Waterline Summit
2021



The Humber has seen
£40bn investment
over the last eight
years



250 Bondholder
Ambassador
Companies

Firstly, a heartfelt 'thank you' to all you brilliant Bondholders who have continued to support us through the most difficult year in our history. You make all the difference to what we are able to do, and we're delighted to be able to continue working with you.

2021 has been a particularly challenging year in which we have all had to adapt to the 'new normal'. No Humber business has escaped the impact of the pandemic and, of course, for many individuals it has been an extremely difficult time. Yet we have also seen many inspiring regional examples of resilience,

investment, resourcefulness, diversification, and innovation. Here are just a few:

The UK has the world's largest offshore wind energy market. It will grow still further with the development of the new offshore wind port in the Humber. Prime Minister Boris Johnson said there is "no better place in the world to build a new offshore wind port" than the Humber, after confirming the £75m investment in Able Marine Energy Park.

We were delighted to launch Humber Business Week with a special event on Humber Freeport – described by

Government as the best submission for such prestigious status. The success of ABP and partners was a triumph for committed regional businesses working in collaboration.

Siemens Gamesa has outlined plans to invest £186m to double the size of its already outstanding wind turbine blade factory in Hull. Further large-scale investment in innovative developments continues at Drax, Ørsted, Phillips 66, Hull University Teaching Hospitals NHS Trust, SSE Thermal and Equinor, to name but a few.

FOREWORD

Another cause for celebration this year was the East Coast Cluster (ECC) being selected as one of the UK's first two game-changing carbon capture and storage projects, involving our partners from Zero Carbon Humber. It is said that around 50,000 new jobs will be created across the Humber with the onset of the Hydrogen economy. The world's biggest challenge certainly is this region's biggest opportunity.

positive profile continued through another successful Waterline Summit before reaching a thrilling crescendo with a fantastic representation at COP26, where the Humber story was presented to world leaders on a range of platforms.

I welcome this annual Delivery Report which I hope gets across the manifold successes of 2021.

to our collective regional recovery. I know how much you, especially our smaller businesses, value getting together so we hope that as soon as possible next year we will resume our Bondholder Breakfasts and other in-person events. We will also focus on our region's big challenges and opportunities including talent and recruitment, Humber Freeport, data science/digital technology and, of course, the quest for Net Zero.

We are a region of significant growth; the Humber has seen £40bn worth of investment over the last eight years alone.

The Marketing Humber programme has continued to focus on building the regional business voice through a strong, coherent message, providing a compelling proposition to attract investment and inclusive growth. We provide the strategic partnerships, knowledge exchange and marketing resources to tell that story to the widest audience. I am delighted that, despite its challenges, 2021 proved no exception.

Indeed, the Humber has never had such a compelling narrative, securing unprecedented levels of funding and investment. This

We expanded our small but dedicated team, adopting an innovative, flexible approach to servicing our Bondholders. I was gratified to read many messages from business leaders praising Diana and her team for their fantastic work in running events and promoting the region. I am proud of every one of them and of the powerful network of Bondholders for your continuing support. Members are our foundation and our strength. None of this would be remotely possible without you.

As we look ahead to 2022 it is more important than ever that we continue to receive your support. You are crucial

We are only as strong as our membership. Our distinctive regional business voice will grow ever stronger through compelling collaboration. Our 2022 programme allows us the opportunity to build on another excellent year. I very much hope that you will wish to join us on that exciting journey.

Warmest wishes Bill



BONDHOLDER EVENTS DELIVERED



**1 – 6 March
2021**

National Careers Week



Representing Humber businesses on the national stage during the National Careers Week Exhibition 2021.

Marketing Humber shared resources from the Waterline Summit such as the student e-book and event recordings, plus career resources developed by the Young Talent Network. National Careers Week saw visits from over 450,000 students, teachers, and parents across the UK during the week.

A high-profile event to launch a new investor-focused online resource detailing a series of transformational projects heard the region's drive towards a thriving net zero economic model is accelerating at an incredible rate.

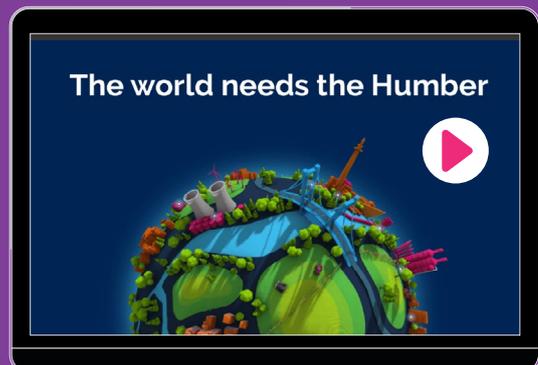
More than 280 attendees at the virtual event were told of interest from the US, Middle East and across the rest of the world in the Humber as a "clean, green place to invest".

High-profile speakers at the platform launch included Roger Marsh OBE, Chair of the influential NP11 collaboration of Local Enterprise Partnerships (LEPs) across the North of England; Patrick Pogue, Group Commercial Development Director for px Group; Katie Hedges, Head of Membership and Low Carbon Strategy at the industry-led CATCH partnership; Finbarr Dowling, Director of Localisation for Siemens Mobility; and David Gwynne, ABP's Bid Director for the Humber Freeport.



**11 March
2021**

The Humber: An Innovation and Investment Hot Spot



BONDHOLDER EVENTS DELIVERED



21 April
2021

Pathways to Success: The Humber's Vision for Skills During Economic Recovery



Launch and support of Skills Humber Expo, Rt Hon Justine Greening underlined the opportunity for local businesses to deliver the levelling-up agenda through developing the Humber's skills capabilities in partnership with education providers as the region recovers from the impact of Covid-19.

The event also saw updates from the University of Hull and Hull College, and a youth panel with Marketing Humber's Young Talent Network, where young professionals explored their paths to success.

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.

Sponsored by ABP the Launch of Humber Business Week saw our first hybrid event – which highlighted what Freeport status means in terms of investment, job creation, growth of supply chain and impact on end-user and consumer.

High-profile speakers included:

- Dafydd Williams, Head of Policy, Communications & Economic Development, ABP
- Lewis Atter, Managing Director, KPMG
- Neil Etherington, Business Development Director, Able UK
- Paul Atherley, Chairman, Pensana Plc
- David Gwynne, Bid Director, Humber Freeport



7 June
2021

Global Humber: Local Opportunities

Launch of Humber Biz Week 2021 -
Sponsored by ABP



BONDHOLDER EVENTS DELIVERED



9 June
2021

Meet the Leaders

All four Local Authorities outlining the pan-regional strategy.



Hosted in-person by Gyles Brandreth, nine regional business leaders including Marketing Humber's MD, Diana Taylor joined Gyles on the sofa for the live-streamed show.

Business Day is an annual networking event tailored to a day of discovery insight, with nearly 700 business leaders coming together; however, due to the current global pandemic, this year's event was condensed into a three-hour live-streamed show.

Diana highlighted the exciting opportunities brewing across the region and reinforced our message of the importance of Bondholder collaboration and the strength of one voice on the national and international stage to attract external investment to transform the region.

At this event Thomas Martin, Non-Executive Chairman, Arco and Chair, Business Engagement Board, Hull & East Yorkshire LEP, hosted the event, and was joined by; Jonathan Owen, Leader, East Riding of Yorkshire Council, Daren Hale, Leader, Hull City Council, Philip Jackson, Leader, North East Lincolnshire Council, Rob Waltham, Leader, North Lincolnshire Council and James Newman, Chair, Hull & East Riding LEP.

The Humber's four local authority leaders and Chair of the Hull and East Yorkshire (HEY) LEP came together for the first time since the recent council elections and formation of the HEY LEP to answer pertinent questions from the local business community.

The event focused on the Humber's transformational opportunities and the need for ambition and proactive collaboration across the entire region.



11 June
2021

Business Day at Bridlington Spa



BONDHOLDER EVENTS DELIVERED



25 August
2021

Gaia Event; Arts, Culture & Industry

Interconnected Responsibility for a low
carbon future



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.

Delivered in partnership with Yorkshire
and the Humber Climate Commission and
Aura Innovation Centre for green skills and
employment

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.



28 September
2021

Yorkshire & Humber Green Jobs & Skills Summit



BONDHOLDER INDUSTRY INSIGHTS DELIVERED



27 July
2021

Bilfinger UK - Virtual Industry Insight



Bondholders enjoyed an exclusive opportunity to meet the team behind the scenes at Bilfinger UK and take a virtual tour of the leading engineering and industrial service provider's 33,000 square foot panel design & manufacturing facility in Haydock.

Attendees joining remotely via Zoom heard from in-house experts about their comprehensive range of technologies and services, using the latest lean manufacturing processes to enhance process capability and achieve customer requirements.

“There is a change in vision for the Humber region to regrow our business here.”



PRINCIPAL & MAJOR PARTNER EVENTS DELIVERED



4 Feb
2021

**Principal
Partners**

A round up of 2020 deliveries and messages were shared and built into strategic aims and a delivery plan for 2021.



4 May
2021

**Principal &
Major Partners**

A virtual Principal and Major Partners Business Roundtable event following the announcement of the Humber region as one of the new freeports. David Gwynne, Bid Director for the Humber Freeport, set out the key opportunities afforded by freeport status.



16 Sep
2021

**Principal
Partners**

Principal Partners held a strategy discussion relating to 'Promoting the Humber',



THE WATERLINE SUMMIT 2021 – CONNECTING THE HUMBER TO COP26



In 2021 Marketing Humber and partners hosted its third Waterline Summit, the largest and most important decarbonisation event in the North of England.

Hosted across five days from 18 – 22 October, the Summit attracted an audience of 2,500+ delegates and successfully united businesses, government and public sector organisations, academia, schools, colleges and communities in the drive to a net zero carbon economy.

The Waterline Summit 2021 involved 100 speakers at 26 separate events and covered a wide range of themes and topics to connect the whole region and illustrate that every sector has a part to play in combating the climate crisis.

The summit was a hybrid of in-person and online events and featured prominent speakers including green energy entrepreneur Dale Vince OBE, astronaut Dr Chris Boshuizen and electric vehicle adventurer Chris Ramsey.

Key contributions to the summit, included a powerful new film, Eyes on the Humber, which documents the vital role the region has in the climate change challenge, and was taken to the COP26 conference in Glasgow.

The Waterline Launch event hosted by presenter and journalist Louise Minchin was also the headline event for the Planet Mark Zero Carbon Tour of the UK.

THE WATERLINE SUMMIT 2021 – CONNECTING THE HUMBER TO COP26



18 - 22
Oct

The Waterline
Summit 2021



22 - 24
Oct

Absolutely
Cultured
Floodlights
Collaboration



1 - 12
Nov

Connecting
the Humber to
COP26

THE WORLD'S BIGGEST THREAT IS OUR REGION'S BIGGEST OPPORTUNITY.

The Waterline Student Challenge 2021, saw young people aged 11-18 plan and deliver their own eco projects to find sustainable climate change solutions, with the winning team receiving a once-in-a-lifetime opportunity to attend the critical COP26 global climate change conference and a cash prize.

This year's Waterline Summit

was supported by many organisations including, University of Hull, Yorkshire Water, Ørsted, Yorkshire Energy Park, BBC, ITV, the Environment Agency, Carbon Capture Storage Association, Drax, NASA, Equinor, British Association for Sustainable Sport, the United Nations, Arup, the World Meteorological Organisation, Kids Against Plastic, The Wildlife Trusts, the

Department for International Trade, UK Youth for Nature and many more.

Several contributors to The Waterline Summit attended COP26 to deliver key messages from the Humber. Marketing Humber linked the region to the international event through an online platform, providing resources, podcasts, interviews and streamed events.

THE WATERLINE SUMMIT 2021 – CONNECTING THE HUMBER TO COP26

New events were introduced, including The Waterline Dragon’s Den, The Student Challenge and external fringe events held by key stakeholders and partners (e.g. Arup, Gateway procurement, Aura, PATT Foundation, Equinor, CATCH, Humber Zero, Orsted, Living with Water and many more)

Featured at COP26 – ‘Eyes on the Humber’ film, Mytopia, Student Challenge winners alongside the many businesses and organisations presenting, debating, exhibiting, performing (theatre production).



26 Free hybrid events held over **5** days



Over **2,500** engaged + Floodlights event engaging **1,000's** across the city



7 continents engaged – with many new connections including Vietnam, Thailand, Greenland and even Space



Over **100** speakers



Online reach: **142,000** people

THE WATERLINE SUMMIT STUDENT CHALLENGE

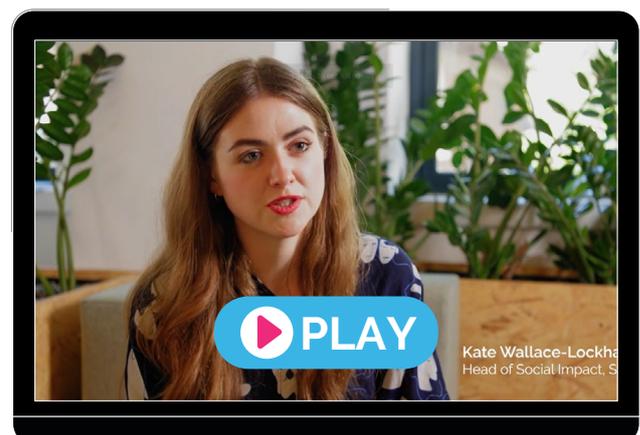


2021 was the inaugural year of The Waterline Student Challenge - a unique opportunity for students aged 11-18 to play their part in finding the solutions to harmful environmental problems.

Students demonstrated their passion for sustainability, by delivering innovative and inspiring eco projects. Projects were judged by regional businesses that will each deliver an exciting behind-the-scenes visit for the 6 selected finalists. This opportunity was additional to a cash prize for each finalist team.

The overall Student Challenge Winner was Ron Dearing UTC who was crowned at the launch of The Waterline Summit 2021 - winning an additional cash prize for their college, as well as the exclusive opportunity to join SSE Thermal in Glasgow during the COP26 conference to share their winning project.

A Waterline Student Challenge film was produced and delivered, whereby the audience heard from the Student Challenge Business Sponsor, SSE Thermal, alongside other business representatives, about the importance of inspiring the next generation to start their green, sustainable careers here in the Humber during what is, and will continue to be, a hugely exciting time for the region.



YOUNG TALENT NETWORK (YTN)

ONE HUNTER ONE FUTURE ENDLESS OPPORTUNITY

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.

Schools Pack for careers in a sustainable future 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.

YTN EVENTS DELIVERED



21 January
2021

The Power of True Connection



The first YTN event of 2021 offered a fantastic online opportunity for personal development. Author, podcaster and coach, John Borland led an interactive webinar covering the theme of true connection and how it is possible to reconnect when we lose our way.

Attendees were able to discuss what the themes and concepts explored during the webinar meant to them in breakout rooms, offering the opportunity to share ideas and network with new faces. Paired with an active chat function and ability to ask questions, the session was highly interactive and was a truly valuable reminder of exactly why connection is so important.

Marketing Humber's YTN and Hull & Humber's Top30 Under30 hosted this event as part of Humber Business Week 2021.

Natalie Downie, Forward & Thinking's Managing Director, led the session, offering her expertise relating to earning, cementing, and sustaining an authentic personal brand – encouraging attendees to think about the question: 'How do YOU want to be known by others?'

The session covered key steps in building a personal brand, starting at the very roots: defining yourself and what you're about.



8 June
2021

Next Generation Event: #1 Personal Brand – Earned Not Given



YTN EVENTS DELIVERED



9 July
2021

Hull, East Yorkshire & East Riding People in Business Awards



The YTN sponsored the Rising Star award for 2021.

Members of the steering group attended the online event to celebrate individual and team talent from across the region.

The Hull, East Yorkshire & East Riding People in Business Awards recognise and reward individual and team talent in all industries across the Hull, East Yorkshire. The event provides the opportunity to support and share in a vision to raise the profile of talented, hardworking and dynamic individuals.

The YTN held its first in person social since early 2020!

It was a great opportunity to catch up with longstanding network members and meet new faces. The social was held at Firepit, Beverley, and they celebrated the efforts made during the YTN Eco Summer Challenge with food, drink and prizes.

Check out some of the changes they made to their everyday lives for the benefit of our local and global environment @YTNHumber #YTNecoSummer



3 September
2021

Eco Summer Challenge Celebration Social



YTN EVENTS DELIVERED



**18 - 22 October
2021**

Rapid Insights - Climate Change is for Life, Not Just for Summer



Launching the first instalment of the YTN's new Rapid Insight series - giving young talent the opportunity to listen and watch bitesize webinars offering a snapshot into the issues that matter.

Emily Gallager, Impulse Senior National Account Manager UK & Ireland at Ecotone kicked off the series with 'Climate Change is for Life, Not Just for Summer,'

In their favourite Christmas attire, teams of YTN members met in person to battle it out to be crowned the winners of this year's YTN Christmas Quiz at the newly-renovated KINGS pub in Hull city centre.

Hosted by Matthew May from Middle Child Theatre, Young talent from across the region attended to build networks and put their Christmas, general and local knowledge to the test across music, film and emojiagram rounds.

Winners received vouchers for fantastic local businesses.

The quiz was the final event of 2021, and we look forward to seeing network members in the new year as we launch our 2022 programme.



**3 December
2021**

YTN Christmas Quiz 2021



YTN CAMPAIGNS DELIVERED



May - June
2021

SME Lockdown Entrepreneur Insights Campaign



The YTN celebrated the Humber's lockdown entrepreneurs.

Shining a light on our fantastic people and their fantastic businesses, providing an opportunity for them to share their story of the inspiration behind their business, what it's like being a business owner in the Humber, and any future plans.

Despite the challenges of the past year, as a region, we have a lot to be proud of: entrepreneurial spirit and a drive to power on has led to more business start-ups, with passionate people giving their all to adapt, progress and deliver some amazing things.

Click the read button to find out more about the businesses and the people behind them.

The eco summer challenge saw Eco Warriors from our YTN make simple, eco-conscious changes to their everyday lives for the benefit of our local and global environment.

Each action was worth a designated number of points, which were accumulated to be exchanged for a drink, side or meal at a social celebratory event. There were over 30 actions to complete, from growing your own fruit and veg, donating clothing, to litter picking and listening to eco podcasts.

Many committed to the challenge and it was great to hear how over the month, the small changes became integrated into everyday life, making a difference for the long term.

Check out the changes they made to their everyday lives @YTNHumber [#YTNEcoSummer](#).



3 September
2021

Eco Summer Challenge

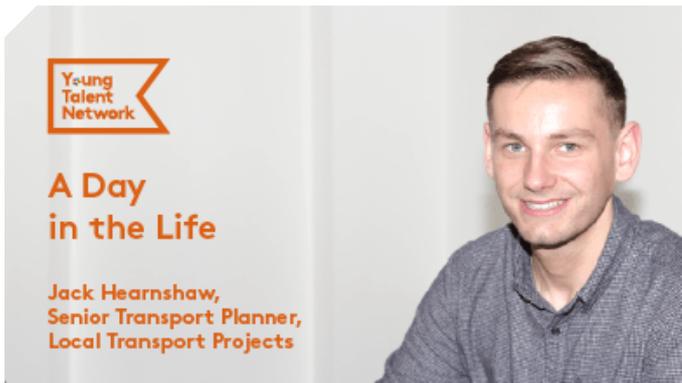


YTN CAREER RESOURCES

To empower ambitious individuals in the early stages of their career the Young Talent Network continues to develop an array of materials and resources available to support the development of key personal and professional skills.

Career resources include:

- A day in the life
- A message to my younger self
- The Waterline Student e-book
- Personal development event recordings



A day in the life

See why Jack Hearnshaw, Senior Transport Planner at Local Transport Projects, saw the Humber as the perfect place to start his career.

[▶ READ](#)

A message to my younger self

Believe in yourself, listen generously and make it count - words of wisdom from People Consultant, Helen Roberts as she reflects on years gone by.

[▶ READ](#)



The Waterline Student E-book

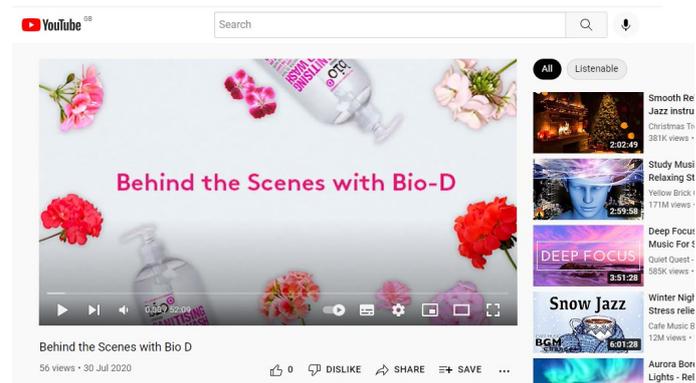
An interactive resource for students, highlighting various exciting educational and career opportunities that are on offer in the Humber.

[▶ READ](#)

Event recordings

Our Young Talent Network events are focused around knowledge exchange, building social connections, behind the scenes experiences and personal and professional development.

[▶ PLAY](#)



OUR PR & DIGITAL JOURNEY OF 2021



InvestHumber-
netzero has had
2,000+ visits



'Eyes on the
Humber' has had
1,600 views on
YouTube



20 videos
produced for The
Waterline Summit
2021 & COP26

Throughout 2021 Bondholder's digital delivery expanded, and our online footprint grew immensely, with increased followers on all social media platforms and keen use of our resources.

Since launching our new YouTube channel, Marketing Humber content has achieved 2,700 views, with a reach of 5,000 people. And we have 14,089 followers across our social media channels – a 20% increase since 2020.

These resources grew throughout the year with the likes of:-

- A Business Voice Podcast programme – bringing local news to our network, with 600 listens and a reach to the EU, USA, Canada, Australia, India, China and Singapore.
- The Waterline Live Podcasts – once again reached all seven continents (and space) to share knowledge and news of decarbonisation. Through the podcasts, we have engaged individuals from the UK Government, NASA, Blue Origin, United Nations, World Meteorological Organisation, World Ocean Council, Global Citizen, International Monetary Fund, British Antarctic Survey, and many more.
- Upgrade of our sustainability game: MyTopia,

which builds awareness of how our everyday decisions will affect the future world we live in.

- Our fortnightly e-news, sharing investment news, job vacancies and events from around the region, has been read 20,800 times.
- A total of 80 pieces of PR coverage across a range of publications in the last year, with 61 attributed to the Waterline Summit and the 'Eyes on the Humber' COP26 film. The publications covered included the Yorkshire Post, Business Insider, the BBC, ITV and many others, these publications have an estimated combined audience of 82.3m.
- The COP26 film 'Eyes on the Humber' has achieved 1,600 views on YouTube, with a watch time of 150 hours.
- The Waterline Summit 2021 reached 273,341 people across our social media channels.
- The Waterline hub had 11,000 sessions across the Summit and our connection to COP26.
- 20 films produced to bring the Humber to people nationwide and underline our region's presence at COP26.

marketinghumber.com

OUR PR & DIGITAL JOURNEY OF 2021

The Waterline Event Hub

A new Waterline Event Hub was produced and launched this year, which hosted all of the content and information for the 2021 event.

Invest Humber – Net Zero Investment Prospectus

InvestHumber-netzero was launched in March 2021 to detail the exciting decarbonisation projects under development and outline the region's potential to be a world leader in the green economic recovery and 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.

The new platform was designed to inspire action from high-level investors and key decision-makers, including Government ministers, and to inform other interested parties, including MPs, think tanks and trade bodies. It has been launched with an initial 14 projects, including Humber Zero, Gigastack and Lagoon Hull, with the aim to add many more in 2022.

The site also provides supporting information about the Humber to inform and influence potential investors, including details on the region's skills base, connectivity, available land and more.

Since launching InvestHumber-netzero has helped to generate three enquiries to project holders through the site, and several more directly. We shared Invest Humber with over 500 key contacts across finance, Government, trade bodies and some of the world's largest companies from our extensive database and received accolade from Anne-Marie Trevelyan MP, Secretary of State for International Trade.



2,500 sustainable cities built on MyTopia



535 news stories promoted



27 podcasts delivered



80 Marketing Humber PR pieces delivered



14,000+ followers across social media

ONE VOICE

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.

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.

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.

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. We continue to support the Humber Freeport SteerCo as it gathers pace and build the final business case.

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.

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.



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 Bondholder members, keeping their needs at the heart of everything that we do as our businesses continue to recover from the pandemic.

Strategic Aims:

To be the business voice for the Humber's place-based marketing

To work in collaboration and ensure our members are at the heart of all that we do

To establish a vibrant, dynamic and sustainable membership model for the long term

To champion the region's agreed distinctive strengths to the widest audience

To advocate the Humber as an international leader in Clean Growth and Net Zero Carbon.

2022 EVENTS PROGRAMME & ACTIVITY

We will deliver a strong internal programme to allow our businesses to reconnect – with in person events reignited (subject to Government Covid regulations).

Bondholder business events, more Industry Insights and networking events to bring SMEs, supply chains and knowledge exchange to the heart of our region.

Place Promotion will continue to be 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.

Event Forecast

- 5 Bondholder events
- 4 Industry Insight events
- 2 Principal Partner Business Leaders Roundtable events
- 2 Principal & Major Partner Business Leaders Roundtable events
- The Waterline Summit 2022
- London Humber Ambassadors event
- 7 Young Talent Network events

Event Types

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

OUR STRATEGIC PARTNERS

Principal Partners



Major Partners



***ONE HUMBER
ONE AMBITION
COLLABORATIVE POWER***



Marketing Humber
delivered by **Bondholders**

Marketing Humber
Wykeland House
47 Queen Street
Hull, HU1 1UU
Tel: +44 (0)1482 485242
www.marketinghumber.com