



Future Humber
Tender Opportunity
Humber Place Narrative

Overview

This tender is for a contract to develop a place narrative for the Humber, which will be used to promote the region's identity, strengths and opportunities to regional, national and international audiences.

This tender comes with two individual lots and responses from agencies, consultants or consortia are welcomed for both or individual lots.

We are a place redefining itself with renewed confidence and ambition and this needs to be reflected in a new Humber Narrative.

Budget

We are looking to work with the right partner(s) in the most cost-effective way possible – please see the scoring criteria in this document. This is an open tender, however, preference will be given to current Bondholder members if all scored criteria are equivalent. Please provide a breakdown of each stage of the project development.

Lot 1: Development of Place Narrative

Lot 2: Development of a suite of place assets

Audience

- Internal Bondholder members for regional comms and promotion – Entrepreneurs, SMEs and Global leaders
- Internal Bondholder members for external regional promotion – LAs, LEPs, Industry, Academia and relevant networks
- External audience – Westminster, MPs, Investors, Media
- External audience – individuals looking for information about living and working in the Humber



Future Humber contact:

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Engagement & Stakeholder Manager
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Key dates

Date of issue: 23rd October 2023

Date of close of tender: 24th
November 2023

Project start date: 4th December
2023

Required delivery date: 30th April
2024, formal launch at Humber
Business Week on 3rd June 2024



LOT 1: Development and delivery of a new Humber narrative ready for roll out

Aim

To develop a Humber Place Narrative describing the identity, strengths and aspirations of the Humber:

- To challenge perceptions and raise the profile and reputation of the Humber region
- To enhance its competitiveness and attractiveness by showcasing Humber's assets opportunities and ambitions
- To have a singular/unique narrative that everybody can easily own
- To attract more talent, investment and visitors to the region
- To inspire local residents and partners to collaborate and celebrate their place - building confidence, pride and purpose, and fostering a sense of identity and belonging among those who already live and work in the Humber.

Project Delivery

1. Create a clear, shared, forward looking narrative with wide, local leadership and commitment through active collaboration
2. Co-design the narrative alongside key stakeholders (internal and external) and local people through extensive engagement (please note other local research work recently conducted can also be forwarded for inclusion/consideration). Please detail the format of this engagement and the target audience groups etc.

LOT 2

Aim

To develop a suite of assets to bring the new Humber Place Narrative to life, to engage the internal and external audiences with this narrative, building two powerful human instincts:

First – to feel rooted in a meaningful identity.

Second – to understand this identity through collective storytelling.

Project Delivery

1. Develop a creative plan for launch and sustained engagement of key audiences, for example storybook, film, social media campaign etc.
2. Create a Humber Place Narrative toolkit (visual identity, dos and don'ts, colour palettes, primary visual language, typography, watermarks etc.)
2. These deliverables must be costed separately and may be implemented in a phased approach.

Desk research (PR and marketing assets from Future Humber resources) will be made available and close engagement with development of the narrative will be facilitated.

Additional Project Delivery Considerations

1. Please note we were the first organisation in the UK to establish a 'Bondholder' ambassador scheme and we will be celebrating our 30th year anniversary in 2024. We have a fully embedded ambassador scheme and place board already in place. In comparison to other cities and regions across the UK we are ahead in terms of place development. We are a place redefining itself with renewed confidence and ambition and this needs to be reflected in a new Humber Narrative. Nothing in our delivery can be vanilla; replace 'work, play, study and invest' within our narrative and look to focus on the experience, connectivity, and passion. We are in a place to build life experiences; a place to cherish lasting connections; a place to turn to for opportunities of investment and growth. We need to 'stand out' from the other regional place narrative stories
2. Please also note that over 10 years ago we delivered some place narrative work for Hull and East Yorkshire, see '**Green Growth, Blue Horizons**' for reference
3. We are currently in the process of updating our image gallery and investing in new photography which can be included in the launch and roll out of this project
4. Further statements/questions to consider:
 - Seek to understand relevant business insights as to the external views now identified with the Humber
 - Identify our unique, compelling and differentiated 'Place Vision'
 - What will make our private/public/education sector joint vision a reality?
 - Our heritage gives us the direction of travel but does not define the future
 - Our regional personality is part of our differentiation.

Creative Considerations

Design Style

- Adhere to the Future Humber **brand guidelines**
- Consider the main target audiences
- Be in-keeping with the professional and modern look and feel being adopted in other Future Humber projects and publications
- The format of the 'story book' needs to be 'coffee table read' and mailable, 21cm x 21cm, with PU or perfect binding techniques and in an e-version/interactive format.

Tone of voice/style:

- Fresh, dynamic
- Authentic – drawing out what is unique about the Humber
- Evoke emotional connection
- Clear, simple and easy to use in all scenarios
- Eye catching, professional
- Confident, compelling to portray strong sense of optimism and energy.



Your Proposal

Please include in your proposal documentation:

1. Your fee proposal for the period of the tender, i.e., the hourly or daily rate on which project costs will be based
2. A breakdown of costs for all activities and provide details of all partners, sub-contractors or providers
3. A breakdown of the various elements of delivery, to allow either phased project or selection of affordable projects
4. A proposal of approach and timeline for the project
5. It is important to us that the people we work with are committed to us, want to see the Humber prosper, and have the working processes in place to develop and deliver high quality projects. Please state how your team will service us as a client to meet this requirement. Please include capacity and technical capability
6. It is important to us that the people we work with are committed to sustainability. Please state how your team will meet our needs in a way which minimises the impact on the environment. If you have a sustainability policy, please include this in the submission
7. Please provide examples of the experience of key people who will work with us, including the primary point of contact. If you intend to outsource parts of the delivery, please include details
8. Please provide three client references who we are able to contact
9. Please provide any examples of place narratives or similar style projects that you have developed

We would require copyright to BondholderScheme Ltd for any work we commission.



Please submit any questions to:
leahann.barnes@futurehumber.com
before Wednesday 8th November 2023.
Questions and answers will be shared
anonymously with all agencies from
Friday 10th November 2023.

Please submit all tenders to
leahann.barnes@futurehumber.com
before EOP Friday 24th November 2023.

Tenders will be scored against the following criteria. The agency with the highest score will be awarded the tender – if scores are equal, preference will be given to a Bondholder member:

Scoring Criteria

Relevant knowledge, technical and creative capability, and experience - Quality

Understanding of the Humber region and alignment with Future Humber goals, vision, mission and values

Cost

Weighting

45%

40%

15%

Background/Additional Information

BondholderScheme Ltd (brand name Future Humber) is a not-for-profit organisation currently supported by membership fees from local businesses and organisations. Acting for the businesses of the region, Future Humber is the sole regional organisation responsible for the marketing and promotion of the Humber on the national and international stage. The focus upon economic place marketing helps to attract investment and support local businesses to grow in key sectors such as energy, digital, logistics, food and drink, manufacturing, chemicals, property development and the visitor economy.

The organisation acts as a catalyst to support an ambitious strategic plan of growth to create a sustainable future for our region.

Future Humber provides a clear and consistent business voice for the region to tackle challenges such as:

- Demonstrating the global relevance of the Humber as a testbed for decarbonisation and flood resilience
- Positioning the Humber as UK's Energy Estuary, a strategic UK Freeport, and the trading gateway for the North
- Addressing the demand for recruitment and the retention of talent and skills.



Our Values:

Driven – We know where we are heading and why

Passionate – We work to make a real difference with energy and commitment for a place we are proud to call home

Inclusive – We are one team; we respect and value each other's ideas and perspectives; we listen to different points of view and work together

Ambitious – We aim high and pursue opportunities striving for excellence in everything we do

Bold – Without fear of failure, we rise to every task, think big and take action

Innovative – We are game changers and not afraid to do things differently.