

Humber –

it's a brand...

but what does it stand for?

Thinktank 08.02.2024



HemingwayDesign

ctconsults.





Who is working on this project?

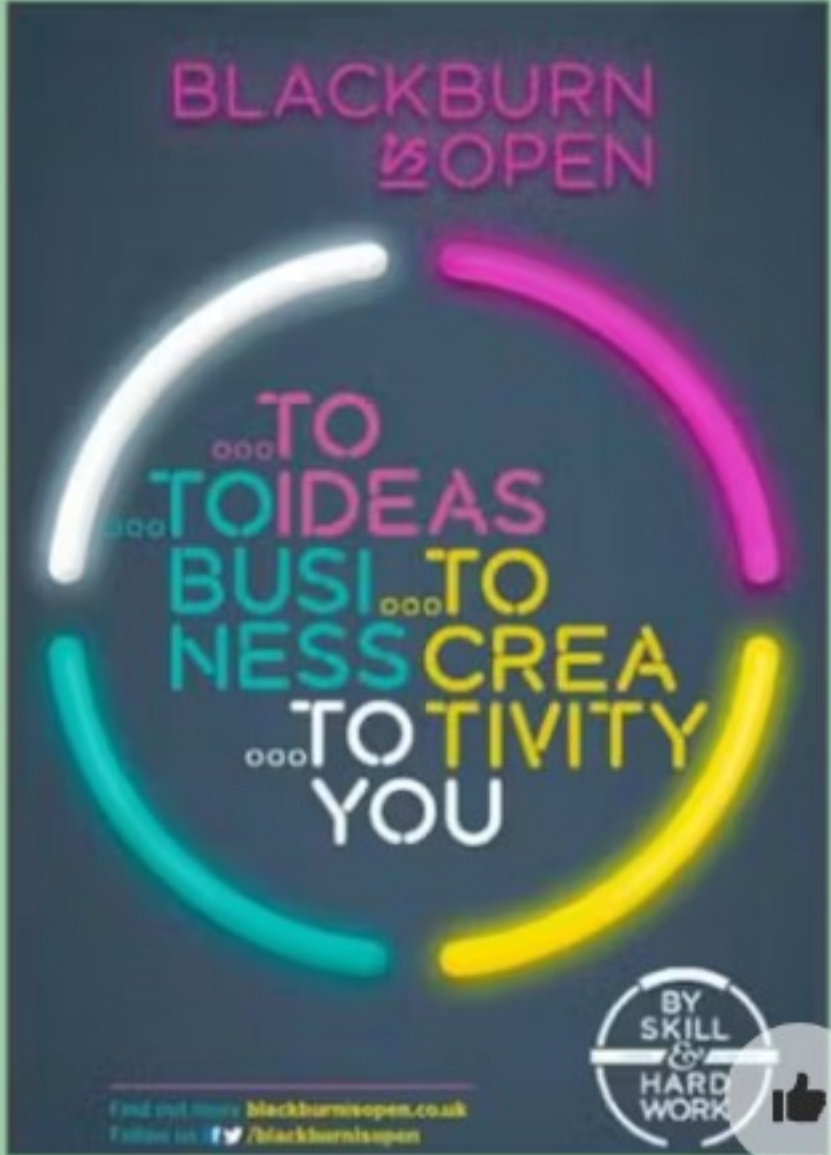
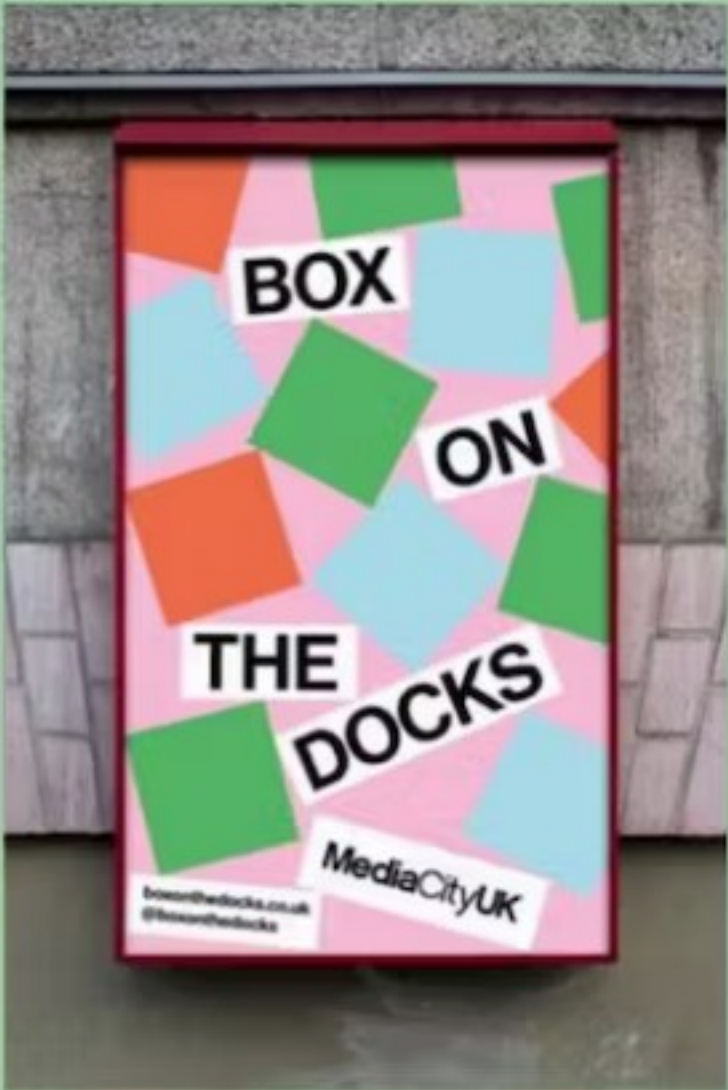
HemingwayDesign, CTConsults and Pace Communications

A multidisciplinary agency partnership who work across (amongst other things) urban design, regeneration, inward investment, placemaking, placebranding, destination management, brand marketing communications, digital media and cultural heritage tourism – **unlocking the potential of place.**





Who we are





Who we are





“We are a place redefining itself with renewed confidence and **ambition**... Nothing in our delivery can be vanilla... 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.”





The important questions

What is a place brand?

What's the goal of a place brand for Humber?

How does a place brand work?

How do you know when it's working?





**“...places don’t make brands,
they are brands.”**

Your brand is the mental image people hold about your place.

Creating a place brand means taking control over that image – enhancing and shaping it.





A place brand is about defining an identity, so it can be communicated louder

A place brand isn't a logo or a font, it's a set of **shared values and common goals** that give focus to a place and its people.

Those values and goals should be special to this place, and aim to articulate its unique identity, personality and ambition.





This is about influencing people's perceptions by sending a united message, without filtering out the distinctiveness of your place – **Humber.**



The important questions

-
- Demand-driven way of managing a place
 - Design and adjust offer to appeal to selected target markets
 - Outside-in aim: influence choice & behaviour
 - Indicators of success: performance

-
- Identity-driven way of managing a place
 - Coordinate to influence on-brand behaviour and storytelling
 - Inside-out aim: influence perception & reputation
 - Indicators of success: perception

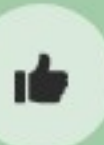
“we just need to work together”

“we just need better marketing”

Place marketing



Place brand





Is this place branding?

Lowestoft



☰ **Eastern Daily Press**

Joy as 'world class' festival will be staged in town once more

Mark Boggis 🗨️ 📱 🐦 🌐 🔄

Published: 12:01 AM January 31, 2020 Updated: 12:00 PM October 10, 2020



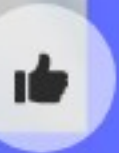
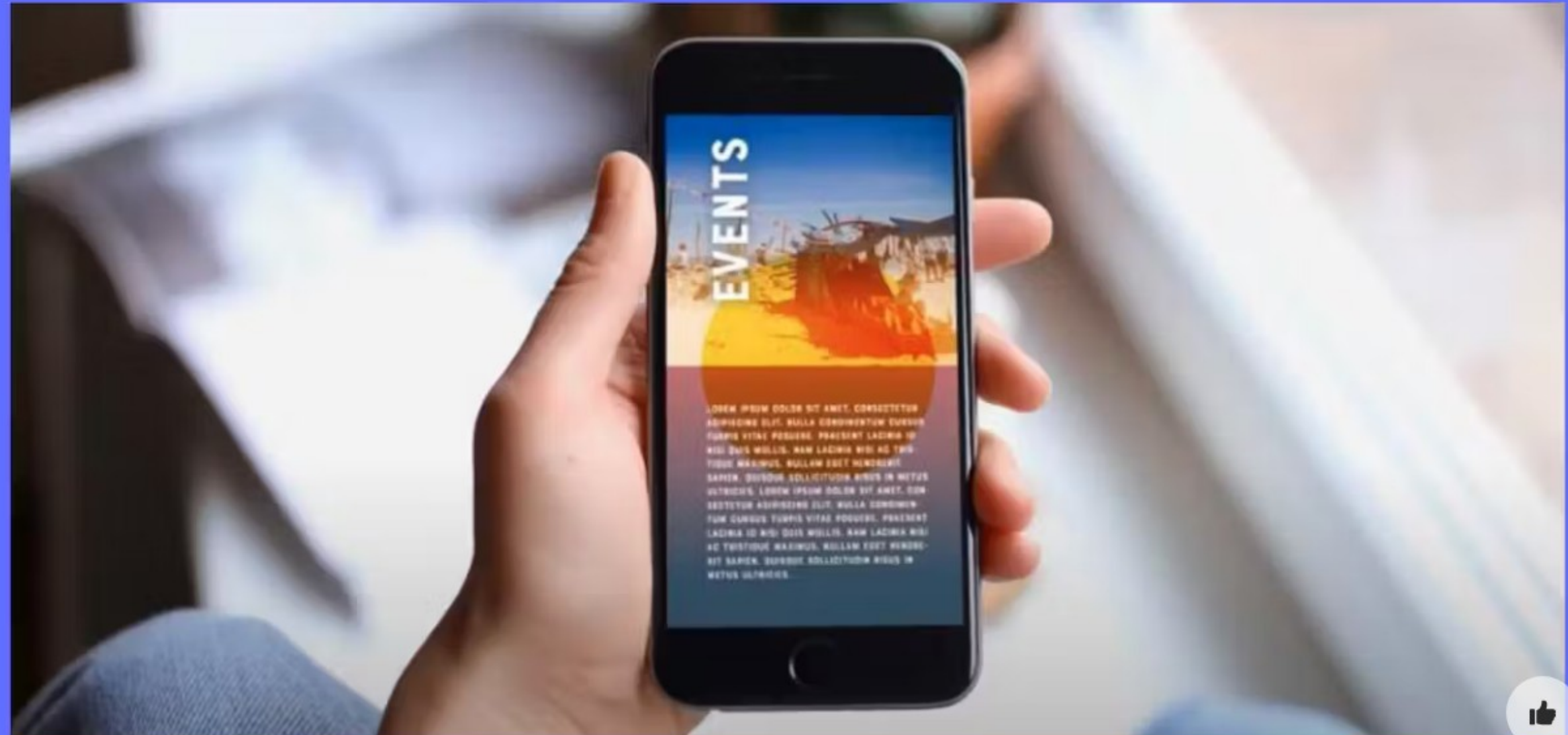
Some of the crowds at the First Light Festival in Lowestoft. Picture: Mick Howes - Credit: Archant

A popular beach and seafront will be transformed once more this summer as a 24-hour festival makes a stunning return. 👍



Is this place branding?

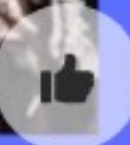
Lowestoft





Is this place branding?

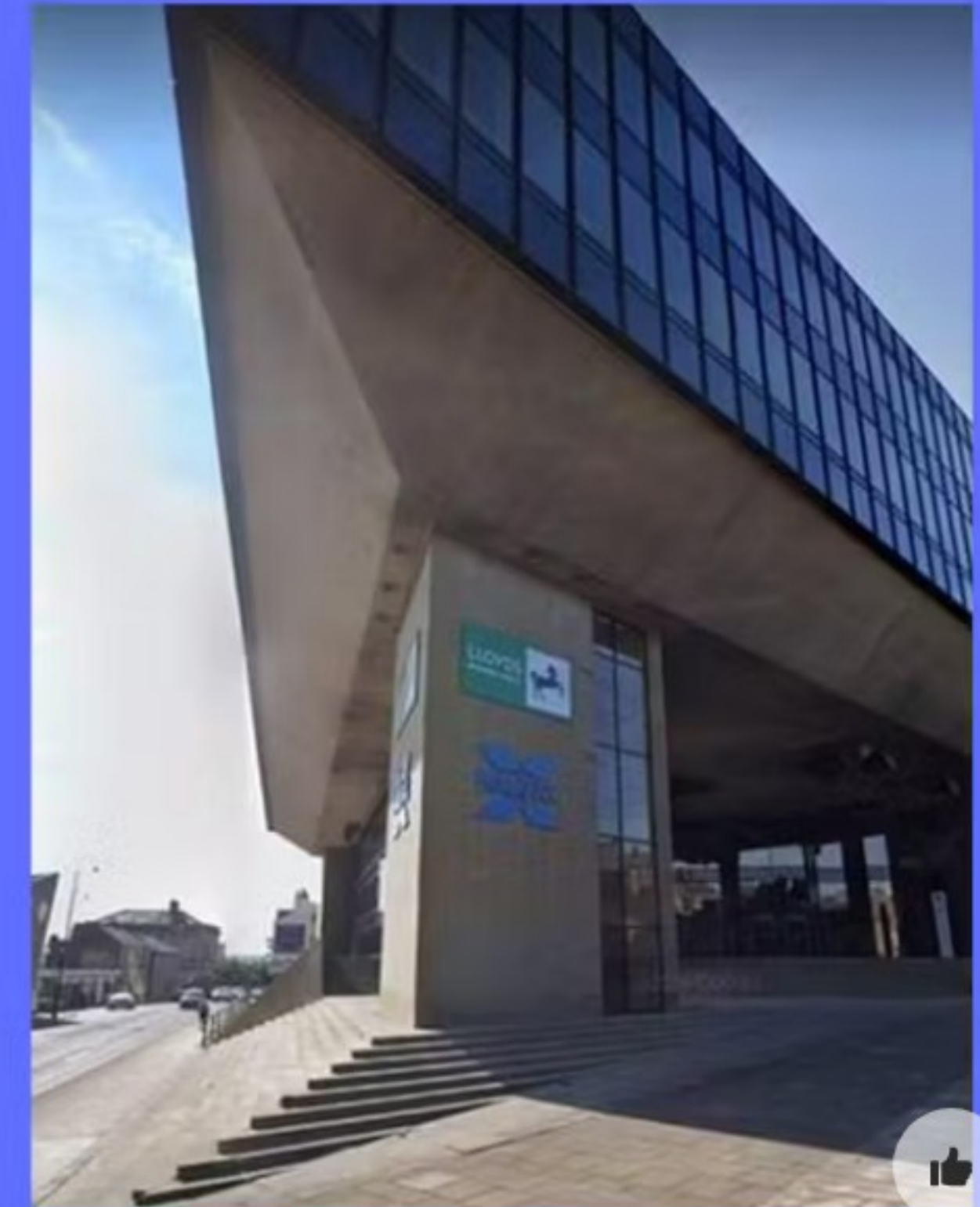
Calderdale





Is this place branding?

Calderdale



Is this place branding?



Calderdale

Search jobs Sign in Search **The Guardian** For 200 years News website of the year UK edition

The Observer Culture

Halifax thrilled to be new mecca for movie makers after Happy Valley success

The hit drama cemented a film and TV boom in the West Yorkshire town and its surroundings - and now the cameras can't stay away

David Barnett
@davidbarnett
Sat 27 May 2023 16:00 BST



James Norton as Tommy Lee Royce in BBC's Happy Valley. Photograph: Matt Squire/BBC/LOOKOUT POINT

Piece Hall, in the West Yorkshire town of Halifax, is among the great relics of the glory days of England's industrial north, one of the few surviving cloth halls, where international business was carried out in the heart of textile-trade country from the late 18th century.

Recently it's had a transformation into a tourist attraction stuffed with independent shops that also hosts major outdoor concerts - this summer will see it play host to gigs by Madness, Rag'n'Bone Man, Hozier and Orbital.

So it's a shame, then, that aliens have blown it up.

BBC Sign in LIVE Home News Sport Weather iPlayer

NEWS

Home | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics | Culture

Piece Hall: Is this hidden architectural gem UK's best gig venue?

18 August 2023



CLIFFE AND TAYLOR/THE PEECE HALL

James Frontman Tim Booth said playing the Piece Hall in Halifax was like performing in an Italian piazza

By Rebecca Woods
BBC News

The Piece Hall, the world's only remaining Georgian cloth hall, is becoming a sought-after venue for global artists to perform at. Why is this little-known, architectural triumph in West Yorkshire captivating so many almost 250 years after it was built?

Jessie Ware likened it to playing a gig in Venice.

James's frontman Tim Booth agreed - it was as if he was on an open-air stage at an Italian piazza, the crowd roaring back at him on a truly memorable

The Sydney Morning Herald


Traveller

Inspiration Britain

The 'Happy Valley' of Yorkshire, Halifax

Steve McKenna
October 22, 2019 - 12:15am

Save Share



The industrial mill complex of Dean Clough in Halifax, West Yorkshire. Once famous for carpet production in the early part of the century, it has now been redeveloped as a business complex. ISTOCK

Search jobs Sign in Search **The Guardian** For 200 years News website of the year UK edition

Halifax burgeons with new 'Shoreditch of the north' tagline

The West Yorkshire town boasts a flourishing craft beer and music scene, and great pork pies



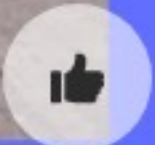
The Victorian Craft Beer Café in Halifax, West Yorkshire, is the epicentre of an annual beer festival. Photograph: Christopher Thomond/The Guardian

Halifax has many claims to fame: the birthplace of a building society, a centre for the Georgian wool trade and, more recently, the setting for a BBC1 drama about childhood sweethearts who have one Last Tango in their twilight years.



Is this place branding?

Manchester





Is this place branding?

Manchester

“It isn’t a brand or a slogan or marketing jargon, it isn’t a political mantra or a stylishly designed logo, and it isn’t a piece of cultural archaeology or an ethereal sound-bite.

It’s much more important than that.

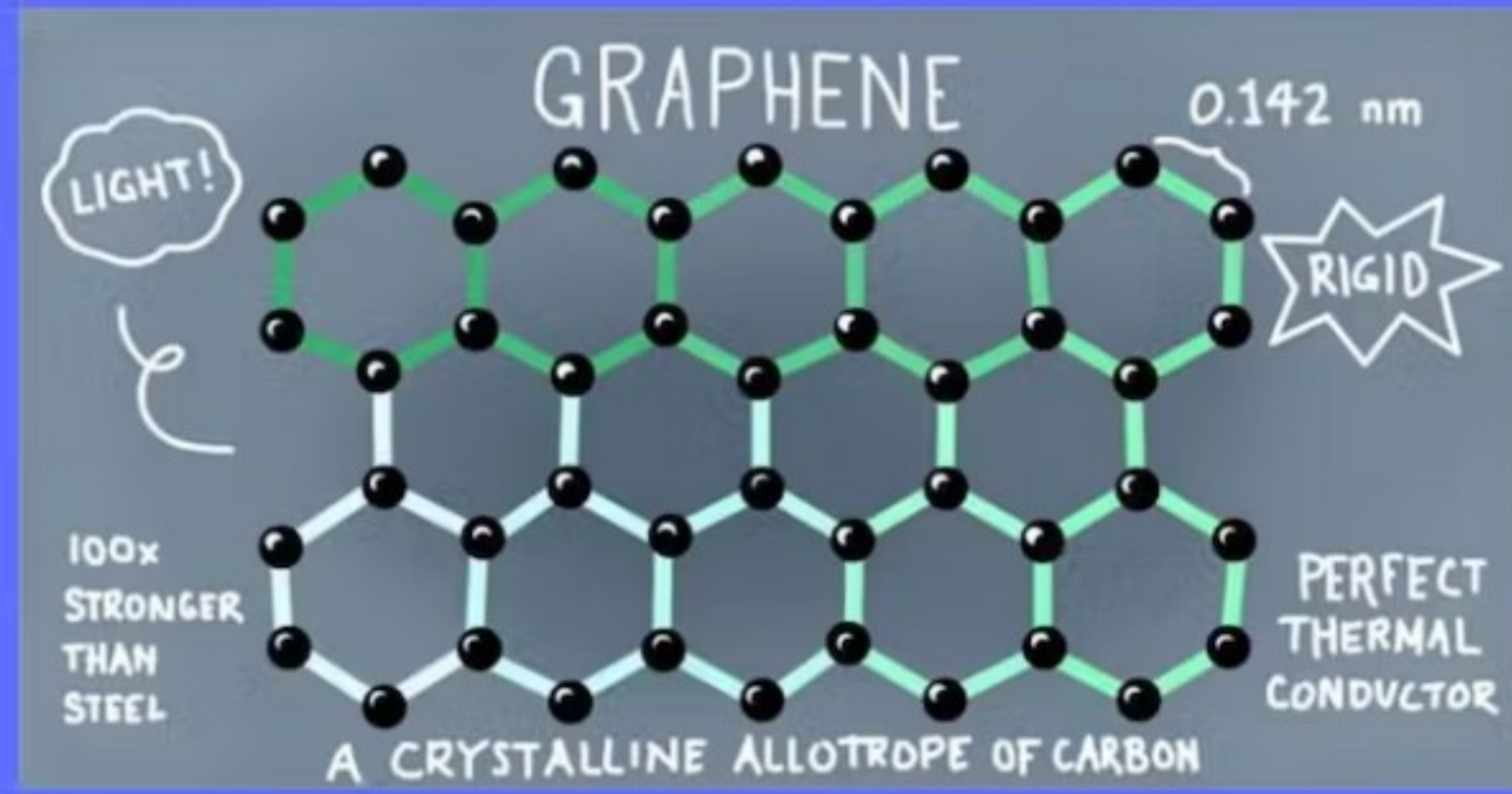
Original modern is what Manchester gives to the world.”





Is this place branding?

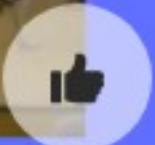
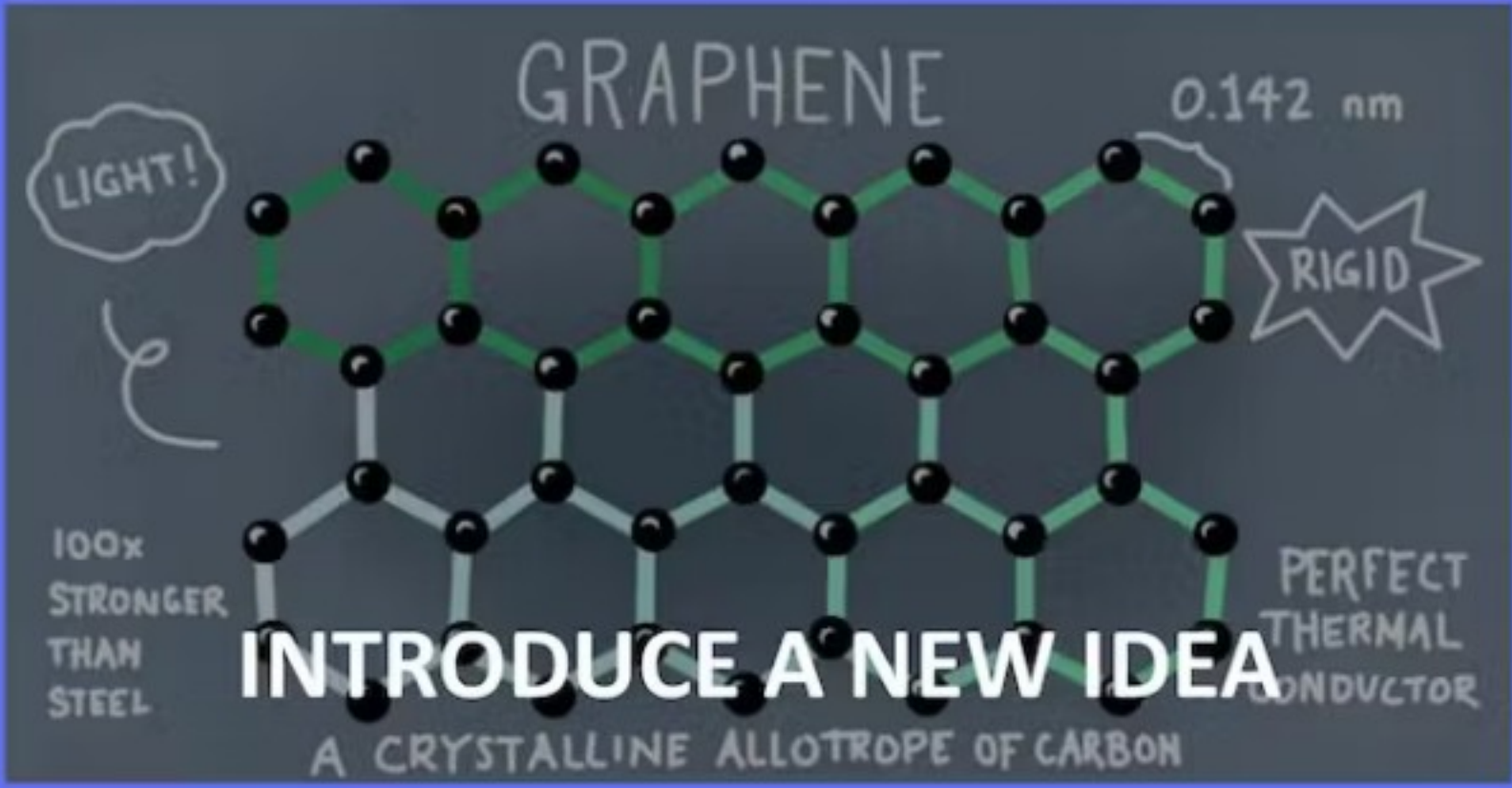
Manchester – 6 challenges to its people





Is this place branding?

Manchester – 6 challenges to its people (*not all at once*):





“It all starts with the realisation
that all encounters with the
[place] takes place through
perception.”

Michalis Kavartzis

From City Marketing to City Branding, 2004



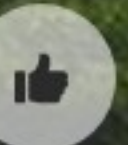
Humber place brand narrative

Where is this?



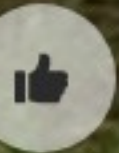
Humber place brand narrative

Where is this?



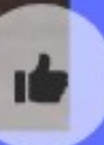
Humber place brand narrative

Where is this?



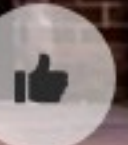


Where is this?



Humber place brand narrative

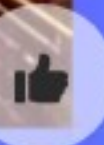
What image does **YORK** bring to mind?





This?...

York – the heritage city





Or this?...

York – the social & environmental activist city

York
City of Sanctuary

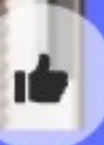


York:
Human
Rights
City



Mikhail Riches reveals York plan for UK's
largest Passivhaus programme

7 OCTOBER 2020 - BY MERLIN FULCHER





Or this?

York – the youthful, contemporary city





THE PEOPLE, BUSINESS, ORGANISATIONS, ATTRACTIONS & EVENTS OF YORK ARE:

CORE VALUE 1

**Making history
every day**

THE STORY

York is abundant with cultural history and beautiful built heritage and has learnt from its past how to build better futures. When we make plans for our city, we reflect and build on these stories and are always driven to consider how *today's actions will impact future generations*.

CORE VALUE 2

**Prioritising human
experience**

THE STORY

York is a city on a human scale; large enough to have ambitious goals and provide opportunities for everyone and intimate enough that *every person can make their mark*. We are working together to create fair, compassionate and welcoming communities where collaboration and social vision spark grassroots action.

CORE VALUE 3

**Pioneering
with purpose**

THE STORY

In York we lead the way, innovate and experiment with *a common purpose – to make lives better* at home and around the world. We have bold ideas and form local, national and international partnerships to help bring these human-centred ambitions to life.

YORK



Or this?

York – the innovation lab city

Search jobs Sign in Search UK edition

The Guardian

ion Sport Culture Lifestyle More

edia Society Law Scotland Wales Northern Ireland

York to ban private car journeys from city centre within three years

City councillors unveil 'unashamedly ambitious' goal to cut carbon emissions



▲ York, which attracts nearly 7 million visitors a year, is one of several UK cities with illegally high levels of air pollution. Photograph: Peter J Hatcher/Alamy

The medieval city of York has announced plans to ban private car journeys from the city centre within three years in an effort to cut carbon emissions.

Biotech campus emerges as York agri-tech centre recognises recent evolution

Covid-19 research and other wider work has seen a change of emphasis for York site

By **David Laister** Business Editor (Humber)
10:34, 24 JUN 2020

SHARE   



 York Biotech Campus.

Tackling malaria with fast-track plant breeding

HEALTH AND WELLBEING



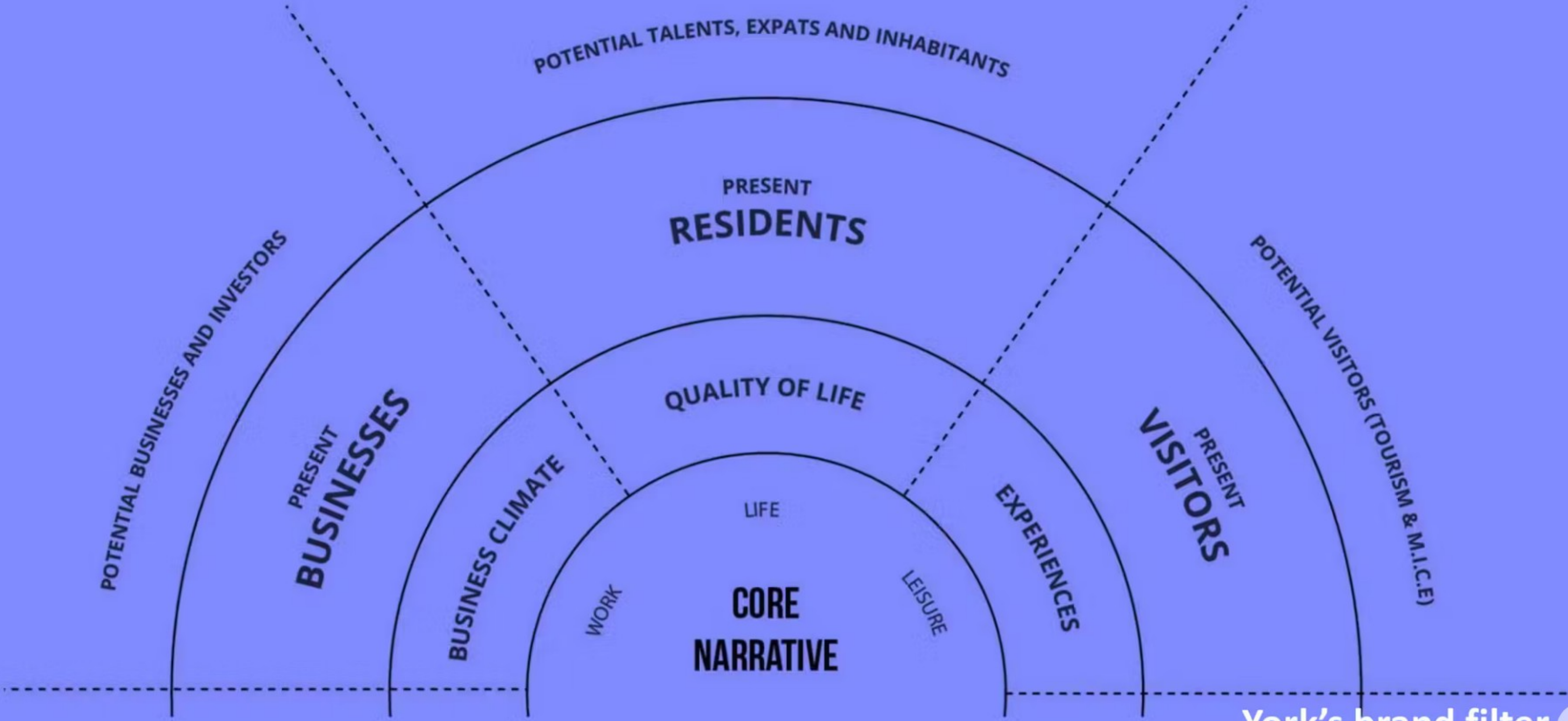
Researchers are working to improve the availability of artemisinin - the main component of the recommended malaria treatment. This will help farmers in developing countries provide a local solution to this ongoing global problem.







A holistic and inclusive view





Having a unique, strong, honest and ambitious brand for your place can have a huge impact

Achieve vital things for two key audiences:

Locally – A place narrative for Humber could help to strengthen communities and unite locals through a shared vision of the area's future.

Publicly – The place brand can create or enhance the mental image of Humber that people hold on a local, regional, national and international level.



The crucial factor in place brand success is an understanding that its focus is internal

For this outward brand to have strength it must be **lived**.

This means everyone making **decisions** informed by the brand.

It means everyone understanding that can **influence** perceptions by actions.





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Instructions

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www.menti.com

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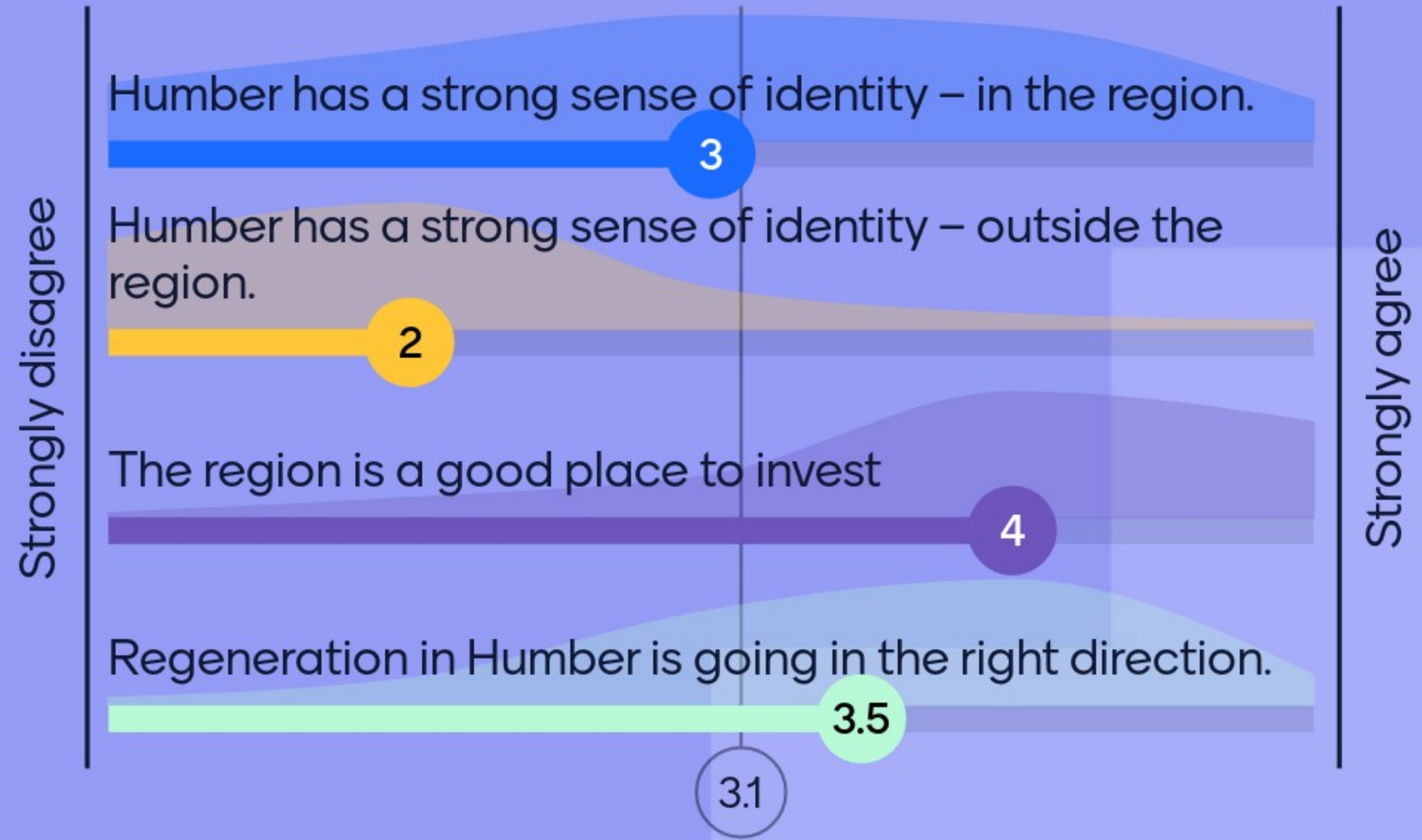
1932 7377



Or use QR code



Do you agree with the following statements?





How do we get there?

1. Research and engagement
2. Development – identify aspirations and values
3. Form a focused direction – **the Humber narrative**
4. Take ownership and live the brand





Step 1. Research and engagement

To be effective, it is vital we're based in fact.

- Review everything.
- Immersing ourselves.
- Partnering with media.
- Private sector and public engagement.
- Accessible platforms that capture public opinion.

Charrette Thinktank



Tours & visits



Comparator analysis



Survey



Data analysis



Interviews



Testing



Stage-by-stage mandate





What are the Humber's assets?

Great transport connectivity

Large corporations
The deep
The university

The river, estuary and environment

C4Di

Its environment

Clean energy - the yorkshire wolds - access to Europe - lower costs

Lots of coastline

Oil refinery, the river, industry, people, football club,



What are the Humber's assets?

Resilience

The mix of talented people
across lots of different
sectors

It's people

The Yorkshire and
Lincolnshire brands

Decarbonisation

People

Friendly people

Heritage, people



What are the Humber's assets?

Land

PortSpacePeopleSportLe
arning

Skills and talent

Strong private business
communityCore large
industrial stalwarts

Salted, shipping routes

Size, it's small

Thriving businesses

PeopleWaterUniversity and
collegesLarge relnown global
businesses



What are the Humber's assets?

Ports

Environment

FreeportRenewables
CultureIconic builds

Clean energy

Connectivity to the world

Energy production

Connections

Marina



What are the Humber's assets?

Open spaces

Offshore wind farms

The bridge, the river,
industry, countryside

Port

Nature

Land, bridge

PeopleVarietyIndustry

Energy



What are the Humber's assets?

A great place to embrace renewable energy

Digital and tech

Cost base

Technology

Position in relation to Europe

The rich geography of being close to the sea, country and cities

Green energy, port, cultural sector, university, people

It's people



What are the Humber's assets?

Our people

Opportunity for decarbonisation

Energy and manufacturing, the ports, the land and space, and the cultural attractions - particularly the deep.

Leading edge university

Bridge

People

Wind

Innovation



What are the Humber's assets?

Future Humber

Energy industry and future
decarbonisation skills
growth

The River

Innovation Ports Energy
estuary

Local people's passion/
location/ opportunity for
decarbonisation/ investment /
vast array of industries/
freeport

Engineering capabilities.
Process industry. Connections
to Europort.

Europe port access

Talented restaurant
owners and indie pop ups



What are the Humber's assets?

Infrastructure

Space

The
bridgemarina
countryside
Beach
Port / logistics
Everything in
one place...

Relationship with water

Maritime heritage

Place for decarbonisation

River Bridge Hull City
AFC
Affordable

Growing wind industry in
the region



What are the Humber's assets?

Freeport tax incentives for developers

Friendly people

Physical- energy generation, (wind, bi-products) Skilled workforce

Energy assets
City, coast, country
Stubborn pioneers
Pragmatic people

The ambition of its business people and leaders

Potential from green energy eg hydrogen and renewables

Happy to walk our own path

Learning





What are the Humber's assets?

Port, enervating designs
embracing low carbon
initiative, collaborative

Space

Green energy
advancement

Ports, City of Hull, the Deep
Hull City Sports teams

Water

Rich immigration history

People. Space. Potential.
Partnerships.
Innovation.Desire.

marine transport, freeport,
growth opportunity





What are the Humber's assets?

Green energy centres

Business community
Diverse economy, places and culture
across the region

Port network

Space to grow

Port and Energy
infrastructure University
and UTC Humour

Port

Ports, people, land, C4Di,
connectivity, strong and
engaged SME business
community

Visitor destination



What are the Humber's assets?

Community

Three towns

Highly skilled Engineering
and Process Industry
workforce

It's history

Our ability to crack on with
things

People

Humber and Humber
bridge

Location for Europe -
logistics, ports, renewables





What are the Humber's assets?

Relatively affordable place to both live and invest
Strong community - more locals staying in the city

Sport

Land

Northern

Big global anchor businesses located here

Rugby

Number of ports and potential for export

Character



What are the Humber's assets?

University @ 100

Transport links

Manufacturing/ world class products

Museums

Ports

Freedom

Warmth of the people , relationship with waterside - sea and estuary. Industrial heritage . Maritime heritage

Food and farming



What are the Humber's assets?

The people and values

Marina Estuary Friendly
people Peter Levy

Drive and resilience

People Energy

Bridge, port/connectivity,
workforce, culture, down to
earth

Sense of independence

Not constrained by big city
thinking

Freeport, culturally diverse,
offshore wind farms,
communities, innovation hubs,
manufacturing base, life
science, can-do attitude



What are the Humber's assets?

Beverley

It's innovative way of thinking.
Never following the well trodden path.
The people who are forthright.
The potential to lead the country and the world on managing CC

Green energy bases
Growth Transformation
A region of doers

Location
Connectivity
Space
Renewable energy
Resilience

Geographic isolation gives unique culture

WaterPort
Visitor offer nbuilt and natural
Green skills

For the local economy to grow

Workforce



What are the Humber's assets?

The University

Increase visitor numbers

Regenerate with purpose

Location People Embrace change

Labour availability, h&s culture, international connectivity, decarbonisation at scale, large scale industrial sites, freeports, digital connectivity

Off the bottom

More developed

Increase inward investment



What are the Humber's assets?

Put Humber on the same footing at other parts of the region, pull area out of poverty, becoming internationally recognised and attract investment

For the local economy to grow

Local authorities who want to build things. An area that welcomes growth and development.

Improve health and wealth

Better connected, a city of choice for both living and working

Not to be seen as a crap city

catch up with like places, increase opportunities, enhance standing and image

Affordable, attractive place to live and work in. Great cultural offer, lots of creative job opportunities





What are the Humber's assets?

Potential to be Britain's energy estuary

Proud

Distinctiveness. Pride.

Modest



What are Humber's aspirations?

More money in

Becoming resilient

Opportunity

To become a destination
and investment location of
choice

To pull in the same
direction

Vibrant economy

To realise our potential

Investment





What are Humber's aspirations?

Centre for clean energy -
powering the UK

Prosperity for all

Prosperous

Attractive

Known on a global market
as the place to be

Increased civic pride

Hessle foreshaw

Sustainable Net Zero
future





What are Humber's aspirations?

Raise prosperity

A resilient place

A proper tourism destination

Inclusive growth

Capitalise on opportunities

Benefiting from more investment, seeing more jobs and growth

Largest connection with Europe

Jobs for our children





What are Humber's aspirations?

Understand who Humber is, where it is, and what it has to offer...

More investment

Create wealth

Bigger and better than Manchester and Liverpool

Exceed the potential we think we have now

Be global Be known Be a place people want to be a part of

Leading on solutions to decarbonisation

More positivity within the area





What are Humber's aspirations?

Jobs for all

Recognition - locally (pride), nationally and globally (we punch above our weight, we're critical)

To improve perception

Winning more gov grants

Seen as less complex politically, more joined up

An event destination

Not to be seen as a bad choice

Creating a great environment to work and live





What are Humber's aspirations?

funding for CCUS similar to teeside

Positivity

To be somewhere again .
To be known for something great

Pride

Not seen as a negative area

Not just a place at the end of the road!

Understood/ appreciated

To change the perspective of the Humber, helping us to retain local talent and stop the cynism associated with the area from externals



What are Humber's aspirations?

To work collaboratively

Unity

To believe in themselves

An economy everyone can participate in and benefit from

External recognition for an often ignored region

Breadth of opportunity

Equality for all in the region/ leaders in decarbonisation/

Better outcomes of people
Be known





What are Humber's aspirations?

Humber - people and place are valued

A leader in adaptation to climate change

Global brand Higher net worth Higher educational attainment

Less deprived

Social mobility improved

A healthy future

Recognised

Raise profile and maximise inward investment





What are Humber's aspirations?

Look inwards for our solutions.

More united.

Impact is felt at community level

Technical innovation hub - UK silicone valley

Attract more investment to boost job opportunities so we can raise aspirations of everyone in the region

Vibrant exciting place to live - ie lots of opportunities and experiences

To adapt to climate change impacts

To raise aspirations and opportunities for all





What are Humber's aspirations?

One voice

Positive identity

Beacon for net zero
Show the world how to manage water

A robust, coherent region

Recognised

A place where people want to visit and stay for a while

To be the envy of the rest of the country

Be cool





What are Humber's aspirations?

Pride

Make this a place that young people want to stay

Regenerate with purpose

To be seen and recognised as 'a place'

World leader in saving the planet

Pioneer for social mobility

Innovation

Top of the league





What are Humber's aspirations?

Clear messaging

Greater career opportunities - keep skilled workers in the area

To be a great place to live and work
Increased prosperity
Higher grade jobs and careers

Renewables

Increase local confidence and aspiration

Strong transport links

The local economy to grow

Lead the world on climate change





What are Humber's aspirations?

Improved living standards

Great place to live
Great culture

Better connected.

Improving all round economy

Globally recognised (industry)
Nationally recognised (tourism)
Embracing creativity

Climate resilient champion

A modern cluster of leading energy businesses
More purchasing power

Respected



What are Humber's aspirations?

Increase visitors from out of town
Change the negative perception of Hull from outsiders

Very strong and sustainable economy
Political stability
Public / private / education / cultural sectors working as ONE

Green energy capital of Europe

Raise area out of poverty and become internationally recognised. Same footing as neighbours

Can Chris Rhea write a song about us at the end of the m62!

Creating talent pipelines

Showcase anchor institutions

Honesty





What are Humber's aspirations?

Resilience

Community

Build a strong bond
between industry and the
people

Integrity

Connect to Northern
Europe - Scandinavia

Leaders in innovation

Leaders in innovation

Yorkshire pride





What are the values of the people and the businesses?

Hard work

Salt of earth

Hard working

Honesty and transparency

People focused

Heritage

Quirky

Prosperity for all





What are the values of the people and the businesses?

Heritage

No nonsense

Community

History

Care about this area as home

Stubborn

Honesty and integrity

Hard working and determined





What are the values of the people and the businesses?

Resilience

Resilient

Passion / loyalty/ honesty

Equity

Determined

Honesty.

Going against the grain

Keeping it real





What are the values of the people and the businesses?

Just get on and do what's right

Humble

Honest

Not afraid to be different

Grit

Responsible leadership

Port and immigration

We just do it!



What are the values of the people and the businesses?

Honesty

Stay and look after it

Realising potential

Identity

Derermined

Honest

Pride

Proud but insular





What are the values of the people and the businesses?

Old school

Hard working

Community

"World class
local"Community
spiritUnderdog mentality

Ambitious

local identity n pride

Freedom

Resilient



What are the values of the people and the businesses?

Distinct and creative

No fuss

Freedom

Honest

Fairness

Bold

Reserved

Determination
Quirky
Inclusive





What are the values of the people and the businesses?

Green minded

Determined

Fair minded

Motivated to succeed

Togetherness

Pushing the boundaries

Passionate about the
region Resilient

Community but need to be
more open to people
outside the region





What are the values of the people and the businesses?

Eco-passionate
Passionate Proud Resilient

Supportive and
determined

Inclusion / kindness (hugely
in comparison to the
south)

Driven and committed

Pride

Passionate for the local
area

Loyal

Matriarch



Reload

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What are the values of the people and the businesses?

Humble

Cooperating with each other
Protecting what we have

Willing

Producer for the nation

Edgy and belligerent

Honest

Sperate from the rest of the UK

Getting things done
Invest in people
Oppirtunity creators and takers
Challengers





What are the values of the people and the businesses?

We really really care and are incredibly proud of our community

Hard working, resilient,

Looking after the workforce. 85% of businesses are SMEs with 10 people or fewer. This makes business very personal.

Can be narrow minded

Resilient communities

Purposeful business leadership

Care

Determination





What are the values of the people and the businesses?

Humble

Integrity

Ambition

Collaborative.

Patience

Proud of tradition and
heritage

Honesty and integrity

-Honesty fairness humour





What are the values of the people and the businesses?

Ethical, conscientious,
unique, brace

Collaborative.

Passionate and tenacious

Strong and resilient

Collaborative

Proud

Community

Victimhood





What are the values of the people and the businesses?

Resilient

Ground breaking

Proud of place (but perhaps not as Humber - i.e as Grimsby or Hull separately)

Determination

Knowledge sharing

Risk averse

Silent pioneers

Collaborative





What are the values of the people and the businesses?

Generous with time and resource

Humber bridge ...

Hard working & honest

More industry than the rest of the uk

Opportunity

A big river

Unaware of magnitude of future change

Stay and invest and look after there area





What are the values of the people and the businesses?

Look north





What sets Humber apart?

It's people

A big river

Humber Bridge

4 ports

Iconic bridge

The bridge

People

Free port and land



What sets Humber apart?

Humber bridge

Water and greenery

We have a bit of everything

Strong partnerships

The largest energy estuary and largest port in the uk

A bloody long motorway journey

Best connection to Rotterdam

Shed loads of potential





What sets Humber apart?

Scale

Geography

Chip spice

Largest amount of co2 in the uk

Carbon intensity

The people

Most in land port

The Humber Bridge





What sets Humber apart?

The ability

Balance Opportunity Value

The only Submarium in the world

Unique resilient place and people

Water connects us

Opportunity

The greenest industry

Train to London





What sets Humber apart?

Opportunity

Link to Scandinavia

The potential solutions to decarbonisation for the country and other estuary cities.

Willingness

The world's largest offshore wind farms - Guinness book of records awarded us the title !!

Biggest opportunity for decarbonisation in the UK - FACT!

Potential

History of game changing





What sets Humber apart?

Affordable, creative, fun,
potential

Location

Dead Bod

Personalities

Industrial scale

The people

Long standing businesses

We have sea, river and
rolling landscape





What sets Humber apart?

No greater place to build on economic heritage and get same level of productivity gains

Location History Film sets - Victorian London

Location

Bridge

Patty butty

Cruise ships

Largest trading estuary

Division





What sets Humber apart?

So much sport

Committed to change and growth

Size and scale

Awareness

Partly untapped

Marina

Biggest carbon emitter

Clean energy and renewables with creative unique transition zone/town





What sets Humber apart?

Size and opportunity

The deep

Great standard of living

Scale

Biggest opportunities around decarbonisation as biggest polluter
Largest port authority

Long history of pioneering people

People

William Wilberforce



What sets Humber apart?

City thinking

Space to build

Oasis from busy england

We think differently-
because we've had to

Opportunity

Nothing

Cultural willingness

Personality



What sets Humber apart?

Unique geography -
gateway to other places

The opportunities we
already have available to
develop

Gateway to Europe
(shipping)

Affordable, history

Siemens and orsted
Marina in city centre

Good life for the money

2 Super League Teams

Fragility





What sets Humber apart?

Innovation creativity and support

Divided by the estuary but together in many other ways

Innovation - LCD, Gaviacon

Just an hour from York

Flood risk

The bridge , Heritage and innovativeness the pub trail in the old town Freedom Festival

Diverse economy Vision....SME work closely

Bottom of the league tables



What sets Humber apart?

City, country, coast

Poor health outcomes

A city defined by water

Decarbonisation of the uk
can't come without
Humber investment

Affordable

Gateway to world

It's tech community

We are comfortable
rocking the boat





What sets Humber apart?

Collective partnerships

We havent yet peaked ;
theres more to go

Eating councils

Opportunity to
decarbonise at scale

Original HO of so many big
names William Jackson,
Reckitt, Smith & Nephew

The scale of opportunity

A lot of entrepreneurs

Largest ports UK





What sets Humber apart?

.Connectivity

Great pubs

Flood risk

Multiple industry

Estuary extent

It could be Yimby over Nimby. A region that welcomes growth and development, unlike the southeast of England.

Use skilled trades to produce munitions

Come back to ours!



What sets Humber apart?

Industrial revolution 2.0. Global trend 2 reshore critical supply chains. Humber well placed to lead given industrial footprint, ports, the region's geology (think gas, carbonstorage) & hydrogen potential



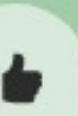


Step 3. Form a focused direction – the Humber narrative

Use the evidence base to build a story of Humber.

Pull together a wide-ranging, useable narrative.

Present it back, test and go again.





Step 4. Take ownership and live the brand

We supply a place brand book including storytelling, brand guidelines, tone of voice and language guidelines and recommendations for how to activate, embed and develop the brand for the long-term – in strategy, decision-making, planning.

This will be further supported by a suite of brand design assets and media content.

Then we launch it together, at Humber Business Week.

Then – it's over to **you**.



Thank you.

Panel.



ctconsults.

HemingwayDesign





Any questions?

The economic geography and political geography are different, how do we overcome this as part of a branding exercise?

What sort of challenge is it to come up with a narrative for all the Humber, when you have places like Brid in the north of the patch that might look more towards N Yorks or Grimsby to Lincolnshire?

How do we tell this story in a way that makes a difference to the people who live here, not just the businesses in the room?

What's the timeline?

By saying 'the humber' we seem to be focusing on just Hull. How do we combine what's great about the East riding and Hull as a collective?

How do you get the buy in of younger generations, who are always keen to leave the region to pursue careers elsewhere as the sentiment is the Humber is lacking opportunities?

How do we bridge the gap between perceptions of the North Bank v South Bank

Hull - mitigates causes of climate change, adapts to the impacts and has resilient people - at a time when climate is getting more extreme how do you gain a resilient dividend from this unique place?





Any questions?

What granular, specific things can we do to help?

Humber is Hull, Google, Scunthorpe and Grimsby and surrounding areas. How do we come up with one voice given the historical differences and dare I say it Humberside?

How would you approach ensuring two potential mayors are also bought into 'Humber' versus 'greater Lincolnshire' branding

What about HUMBERSIDE?

It would seem that culturally in Yorkshire it's just not done to show off tell everyone how great we are or how rich we are. Unlike other cities and places? How do you change or harness that?

How do you see you can influence the press based locally they push the negativity far more than other areas you have mentioned ... this message is then pushed into a national picture and perception.

Our area has remarkable and unique levels of connectivity - how do we better leverage this to be part of our place?,

What's are the greatest risks to a successful branding exercise?





Any questions?

How do we build a narrative now that has longevity with long term climate change - decarbonisation, managing flood risk, enhancing it environment within the envelope of realising economic potential

How will this brand be promoted in and out of the area? How will the message be put across?

Where really is the geographical boundary of the Humber. Is it Bridlington? Is it Scunthorpe? What would externals perceive it to be?

Could the moderator please give rapid fire answers to all the questions before we close?

Thoughts on maximising the leisure potential of the water around us such as River Hull to Beverley and Driffield canal. A Norfolk broads approach?

Is this about strong consistent message that talkies the region or finding a message that truly differentiates?

