

HUMBER

PLACE

BRAND

TOOLKIT

"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

Places don't make brands, they are brands.

Our brand is the mental image people hold about your place. Creating a place brand means taking control over that image – enhancing and shaping it.

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What is this document?

This is the ‘Brand Toolkit’ for the Humber; one that its people and those working on behalf of the region can understand, enthuse about, and effectively advocate. It includes brand values and supporting narrative draws collected data, insight and research, and introduction to the ‘Brand Filter’, a tool to put the Humber values to work.

Place brand 101

Let's get something straight right away: places don't need brands, places are brands. Your brand is the mental image that people hold about your place. That already exists – but place branding allows you to gain control over it.

How it works?

Your target audiences already hold associations and opinions about you. These may be closely aligned, wildly diverse, close to the truth or way off.

The task isn't to concoct a new brand, but to understand the core associations and opinions of your target markets, to measure the gap between what people think now and how you want to be perceived in the future – and then work out how to consistently, collectively and persistently move your current place perception in the desired direction.

So, the holy grail of place branding is for places, and the partners in them, to adopt the behaviours of well-managed brands – rather than focus on merely presenting themselves as brands.

Successful towns, cities and regions seek to influence how people perceive them through **actions not words**. They galvanise and guide partners and communities through shared identities and values.

The values aim to combine the essence of a place with aspiration, using existing assets and strengths in a strategic way.

So what's the aim?

Define an honest (but aspirational) set of shared values and common goals that give focus to a place and its people and sets it apart from other places

To:

- Guide and enhance perceptions
- Influence and shape lived experience

By:

- Encouraging cohesive 'on brand' behaviour and collective action
- Making decisions which are true to the essence of the place
- Sending a consistent and united message

Why is place brand important?

Successful place branding will help move Humber's current place perception in the desired direction - activating the region's identity and positively influencing its reputation and profile.

Influencing perceptions; increasing recognition; creating desire and demand; and instilling confidence and excitement.

It will help in building civic pride - making local residents feel good about Humber; attracting new people to live and work in the town; driving economic growth and attracting further investment; retaining young people in the area; or encouraging local people to spend more time and money in the area.

How did we define the place brand?

RESEARCH & ENGAGEMENT

For a place brand to be effective, it's vital that it's based in fact, with built in aspiration. This is about uncovering what already makes Humber special, and identifying goals for the future.

A robust consultation and engagement phase used a number of specific engagement tools:

- Extensive desk research and literature review of policies, plans and data;
- A two-day charrette-style intervention across the region;
- 44 one-to-one interviews, nearly 300 workshop participants, 92 delegates at a thinktank and 665 survey respondents across the UK and 12 countries globally.
- An online sentiment analysis;
- A comparator and competitor analysis;
- Mapping of place brand-led provision and communications;

A situational analysis-based Insights Report provided a single evidence base for place brand development.

THE HUMBER BRAND VALUES

The crucial factor in the success of a place brand is understanding that its focus is internal.

You, as insiders will see the 'place narrative' and core narrative values.

Outsiders won't ever see this. They will only see, and judge you on, your actions as a place.

Each of the core shared values is accompanied by their own story and a set of key words which add context and help to define their meaning.

REVOLUTIONARY

Core Value 01:

Embracing the spirit of the estuary — bold, dynamic, and ever-evolving.

In other words:

Pioneering / Trailblazing / Visionary
/ Innovating / Impact / Proactive /
Productive / Radical / Reformers /
Change-makers / Activists

What does this mean in practice?

- Pioneering social and industrial innovation.
- Change-maker champions - collective action and determination to effect positive change on a local and global scale.
- Not just pushing boundaries; but setting new standards and powering progress.
- Tackling challenges and meeting new opportunities head-on, striving for positive change regardless of obstacles.
- Prepared to take actions with far-reaching consequences where impact is felt in households throughout the region but also across continents.

RESOURCEFUL

Core Value 02:

Redefining what it means to be an industrial powerhouse—resourceful, reliable, radical and working together for change.

In other words:

Adaptability / Constant evolution / Reimagining / Transformation / New narratives / Pursuing new-gen possibilities / Redefining / Skilful / Capable / Creative / Problem-solvers / Solutions / Optimistic / Forward-looking / Confident

What does this mean in practice?

- Ability to adapt and thrive in a changing world.
- Pursuing new-gen possibilities.
- Embracing the spirit of constant evolution with forward-looking optimism.
- Taking risks, being bold and not being afraid to challenge people's views and opinions.
- Galvanising citizens and communities around shared values of environmental stewardship and sustainability.
- Recognising our responsibility to nurture and protect our natural environment and ecology for future generations.

REAL

Core Value 03:

Unapologetic industrialists and enthusiastic environmentalists—responsible, sincere, and vital.

In other words:

Vitality / Authenticity / True to oneself / Integrity
/ Ethical principles / Sincerity / Transparency /
Consistency / Empathy / Perseverance / Humility
/ Grounded / No-nonsense / Relatable / Genuine /
Reliable / Determined

What does this mean in practice?

- Genuine commitment upholding ethical principles with transparency and humility.
- Leading with authenticity and integrity marked by a grounded, no-nonsense attitude.
- Showing empathy toward both people and the environment - fostering a culture of responsibility, sincerity, and vitality, driving positive change and shaping a more inclusive, sustainable future for all.
- Embracing togetherness and collectivism.
- Strengthening local connections and enabling communities to support and sustain change.

REMARKABLE

Core Value 04:

Self-starting and standing as a beacon of industrial modernity—leading with a community-focused, creative and can-do attitude.

In other words:

Uncommon / Unusual / Striking / Surprising / Self-starting / Influential / Impressive / Experienced / Prominence / Connected / Capable / Confident / Can-do attitude / Different / Proactive / Powerhouse

What does this mean in practice?

- Community-led and creative.
- Strength in scale and togetherness that contributes significantly to local, national, and global prosperity.
- A source of energy, enterprise and ambition.
- A significant and influential force, ready to seize opportunities with boundless energy and a can-do attitude.
- Generating original ideas and solutions.
- Ambitious global goals alongside opportunities at local level.
- Questioning the status-quo and expectations.
- Uncommon, extraordinary, radically different and sometimes surprising.
- Attracting notice or attention / worthy of being noticed.

SUPPORTING CASE STUDIES

Showcasing how our region embodies the core values of being Revolutionary, Resourceful, Real, and Remarkable. Through these examples, we highlight our significant assets, achievements, and ambitions, demonstrating our commitment to progress, innovation, and sustainability.

These case studies illustrate the pioneering spirit driving social and industrial innovation, our resourcefulness in transforming challenges into opportunities, and our authenticity rooted in ethical principles and transparency. They celebrate the remarkable energy and ambition that position the Humber as a hub of economic activity and innovation, and are testament to the region living its brand values in every endeavour.



Smith & Nephew / Elastoplast

Smith & Nephew, founded in Hull in 1856, has been pivotal in revolutionising global medical practices. Notable for patenting innovations like Elastoplast, the company has made significant strides in orthopaedics, wound management, and sports medicine. Through its pioneering products and surgical techniques, Smith & Nephew has continually improved patient outcomes and played a vital role in advancing healthcare worldwide.



UK Net Zero champions

Aura Innovation Centre (AIC), spearheaded by the University of Hull, leads the charge in achieving UK Net Zero goals through collaborative efforts. With over 1000 businesses supported, AIC accelerates low-carbon initiatives by providing access to state-of-the-art facilities. This platform fosters innovation and facilitates connections between businesses and academic expertise, driving sustainable growth. For instance, AIC assisted a local horticultural firm in developing a 100% plant-based tree guard, replacing conventional plastic products.



Goole – Multimodal Transport Hub

Located 50 miles inland, Goole is the UK's primary inland port, linking businesses to global markets via the Humber Estuary. Major investments have enhanced the town's infrastructure, particularly the Goole 36 Enterprise Zone, hosting innovative companies like Croda and Guardian Glass. Recent developments include Siemens Mobility Goole Rail Village, Beal Homes projects, and the upcoming Metsä Tissue facility. Goole exemplifies the Humber's core values by leading in industrial innovation (Revolutionary), committing to sustainable development (Real), transforming investments into opportunities (Resourceful), and positioning itself strategically in the global market (Remarkable).



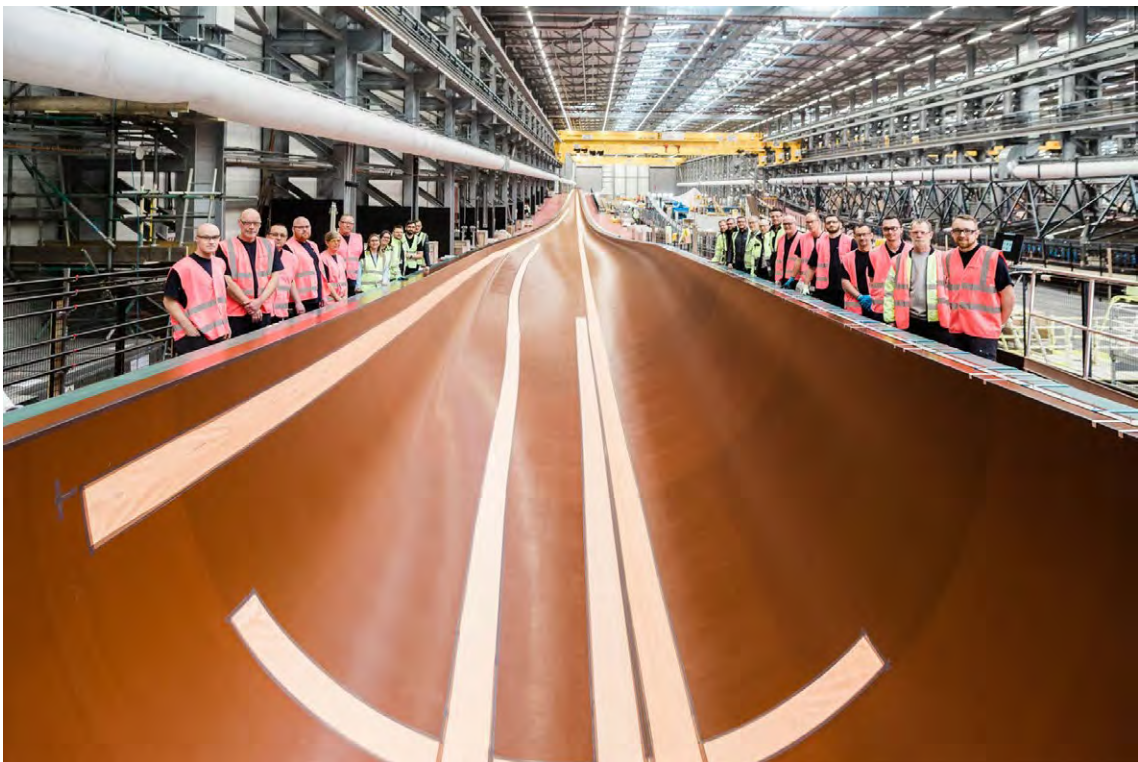
Made Great in Grimsby – A Bright New Future

Made Great in Grimsby tells the pioneering story of one of the world's largest seafood processing clusters, producing thousands of fish and seafood products. Major investors from Canada, Japan, Iceland, the USA, and the Faroe Islands trust Grimsby's heritage and expertise. Products from Grimsby are served at family tables, royalty banquets, and five-star restaurants. Its ancient smokehouses produce traditional smoked haddock used by Michelin Star chefs across the UK. With about 70% of the UK's seafood processed in Grimsby, the seafood sector contributes over £1.5bn to the Humber region.



Everyone ‘Back to Ours’

Back to Ours produces, commissions, and creates high-quality, inspirational, and participatory cultural activities in Hull, targeting individuals and social groups who usually don’t engage with the arts. Originating in 2012 and featured in Hull’s UK City of Culture 2017, Back to Ours is a Creative People and Places Project, an Arts Council England NPO, and a charity. Its motto, "art is for everyone," underscores its mission to bring the arts to familiar settings like high streets, schools, community centres, clubs, shopping centres, and pubs, uniting people of all ages.



Siemens Gamesa Blade Manufacturing

The Siemens Gamesa blade manufacturing facility in Hull, opened in 2016, epitomizes the Humber region’s capacity for adaptation and transformation. This state-of-the-art facility produces cutting-edge wind turbine blades for global markets, repurposing former industrial sites and leveraging the region’s skilled workforce. It demonstrates the Humber’s commitment to sustainability and revitalizes its manufacturing sector, creating new job opportunities and driving economic growth. Through strategic investments in green infrastructure, the Humber region redefines its industrial landscape and positions itself as a leader in the renewable energy sector.



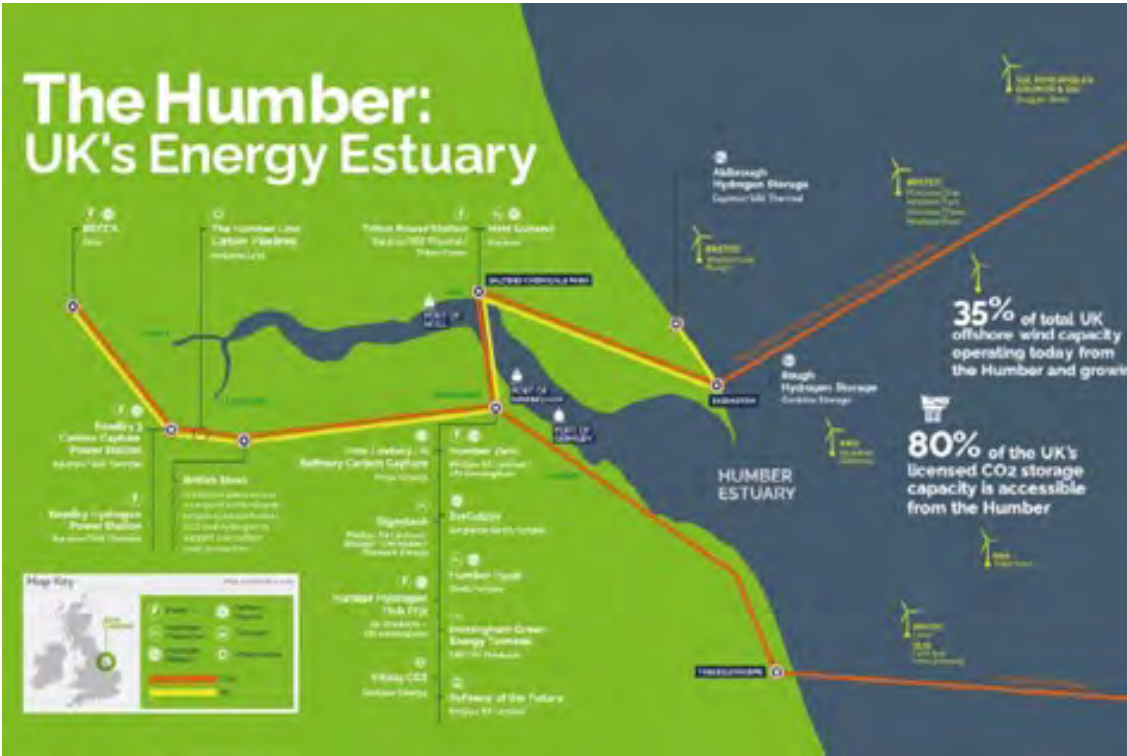
The Kasbah (a town within a town)

The Kasbah in Grimsby is a visionary transformation of about 90 historic buildings within the dock peninsula. This area, reflecting over 150 years of fishing industry heritage, is now evolving for modern life. Led by Associated British Ports, North East Lincolnshire Council, and Historic England, this regeneration project is repurposing historic structures to offer entrepreneurs and creative industries unique workspace at affordable prices.



Humber Estuary: Biodiversity Conservation

Despite its industrial significance, the Humber Estuary is home to diverse ecosystems and natural resources. Conservation efforts led by organisations such as the Humber Nature Partnership demonstrate the region’s commitment to balancing economic development with environmental stewardship. Transformational initiatives like habitat restoration and protection, has led to a resurgence in biodiversity and wildlife populations.



Industrial Decarbonisation Leadership

The Humber Energy Board unites estuary leaders to deliver a 2040 Net Zero ambition, leading the region's decarbonisation. As the UK's biggest decarbonisation opportunity, the Humber is key to meeting the 2050 net zero targets. This revolutionary and remarkable collaborative approach tests innovative technologies for a net zero economy, setting a global example. Projects like Zero Carbon Humber and Humber Zero bring together many global and local businesses to accelerate the required infrastructure and innovative technologies for ground-breaking renewable energy solutions in off-shore wind, hydrogen and carbon capture. This will unlock a remarkable energy transition, reduce CO2 emissions, safeguard 1 in 10 jobs and create thousands more.



Leading the Way in the Digital Sector

The Humber's tech sector is one of the UK's fastest growing, recognized by Tech Nation as a top digital hub. Innovations like the first AI employee, Avery Ingram, showcase its Revolutionary spirit. The region boosts digital skills through hubs like C4Di, which helps startups and traditional businesses innovate. The University of Hull leads in responsible AI via its DAIM center. Hull, the UK's broadband champion, maintains Remarkable independence in telecommunications with KCOM. The iconic cream telephone boxes reflect the region's Real authenticity and Resourceful roots, embracing individuality while staying grounded.



Coast, Countryside & City of Culture

Spanning Yorkshire and Lincolnshire, the Humber region stretches from breathtaking coasts to tranquil countryside, with a vibrant city at its heart. The area offers a diverse range of activities—festivals, museums, nightlife, events, arts, theatres, concerts, shopping, sports, and leisure activities. Towns like Louth, Brigg, Beverley, and Pocklington combine cosmopolitan amenities with scenic beauty, while Goole showcases industrial heritage. Coastal towns like Cleethorpes and Bridlington offer quintessential seaside experiences with unspoiled beaches. Hull, the UK City of Culture 2017, features Humber Street, a hub of independent retail and creativity. Nearby, the Yorkshire and Lincolnshire Wolds provide picturesque landscapes perfect for relaxation.



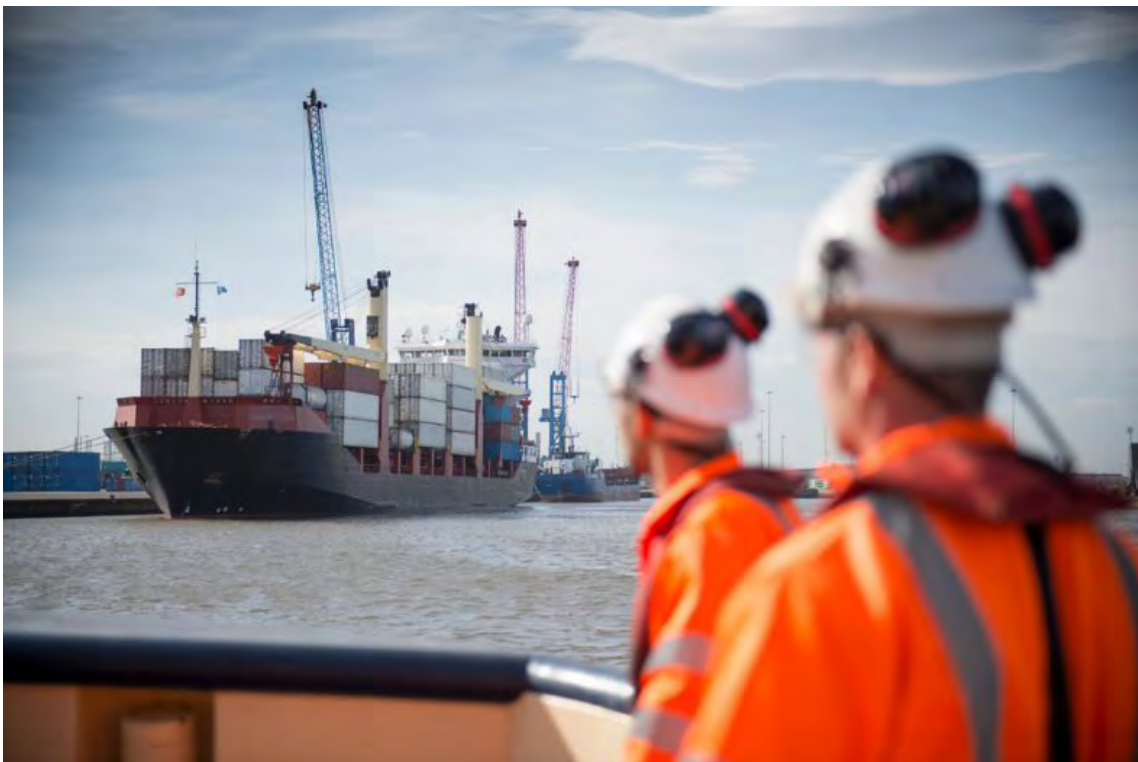
Lillian Bilocca & the Headscarf Revolutionaries

The Hessle Road Women's Group, "The Headscarf Revolutionaries," embody Humber's authenticity and resilience. Through grassroots activism, they fought for safety in the fishing industry, facing adversity with unwavering determination. Their campaign for the Fishermen's Charter showcased real community challenges and the power of collective action. Their legacy stands as a testament to Humber's genuine spirit, where people are grounded in values and committed to community betterment.



Devolution

Historic devolution agreements for the areas north and south of the Humber Estuary will establish two Mayoral Combined Authorities (MCAs), each with a directly elected mayor for Hull and East Yorkshire, as well as Greater Lincolnshire. These deals will transfer new powers and funding to the region, promoting economic growth and advancing local priorities in transport, healthcare, education, and skills. This initiative will also support place-based regeneration, driving comprehensive regional development.



Britain’s Global Gateway

With a rich history in energy and manufacturing, the Humber isn't just a centre for commerce—it's a global powerhouse driving supply chains worldwide. As the UK’s busiest ports complex, now with Freeport status, it serves as a vital hub for international trade and investment. From Goole to Grimsby, Hull to Immingham, and Killingholme, the Humber ports facilitate global trade and industry. Notably, the Port of Immingham handles an impressive 46 million tonnes of cargo annually, while Grimsby is the UK's largest port for importing cars, handling 1 million vehicles yearly. ABLE Marine Energy Park (AMEP) represents a significant new port development, poised to become Europe’s largest.



Flood Resilience Initiatives

The Humber region proactively fortifies against floods, safeguarding communities. Initiatives like the Humber Flood Risk Management Strategy and Living with Water underscore this commitment, investing in flood defences and innovative tech. Schools along the estuary conduct flood drills, enhancing resilience. University of Hull's 'living labs' with Sustainable Drainage Systems (SuDS) and the National Flood Resilience Centre (ARK) bolster research and innovation, locally and globally. Through these efforts, the Humber demonstrates readiness to tackle environmental challenges, ensuring the safety of its residents and sharing insights for global benefit.



Powering England with Offshore Wind

The Humber hosts the UK’s leading offshore wind cluster, demonstrating a commitment to environmental stewardship with confidence and integrity. Hornsea 2, the world's largest offshore windfarm, has drawn over £100bn in investment and holds a Guinness World Record. With over 300 turbines spanning 335 sq miles, it supplies electricity for over 2 million homes daily. The Humber region plays a pivotal role in advancing towards a cleaner, more resilient future.

Successful towns, cities and regions are known for something.

Something for their community to feel proud of; something to contribute towards and cherish. Something deep-rooted; the defining essence of who they are and what they represent - not flash-in-the-pan promotion or marketing campaigns.

They seek to influence how people perceive them through actions not words. They galvanise and guide partners and communities through shared identities and values.

“Over the long term, places with strong, distinctive identities are more likely to prosper than places without them. Every place must identify its strongest, most distinctive features and develop them or run the risk of being all things to all persons and nothing special to any.”

Robert Merton Solow, Nobel Prize Winning Economist

Case study:

York

In 2018, the City of York realised it had an image problem.

From the outside it was seen almost exclusively as a destination for heritage tourism; internally, this translated to residents feeling overlooked and underappreciated in a city economy that appeared on the surface to be completely one-dimensional.

The people, business, organisations, attractions and events of York are:

Core Value 01

Making history every day

Core Value 02

Prioritising human experience

Core Value 03

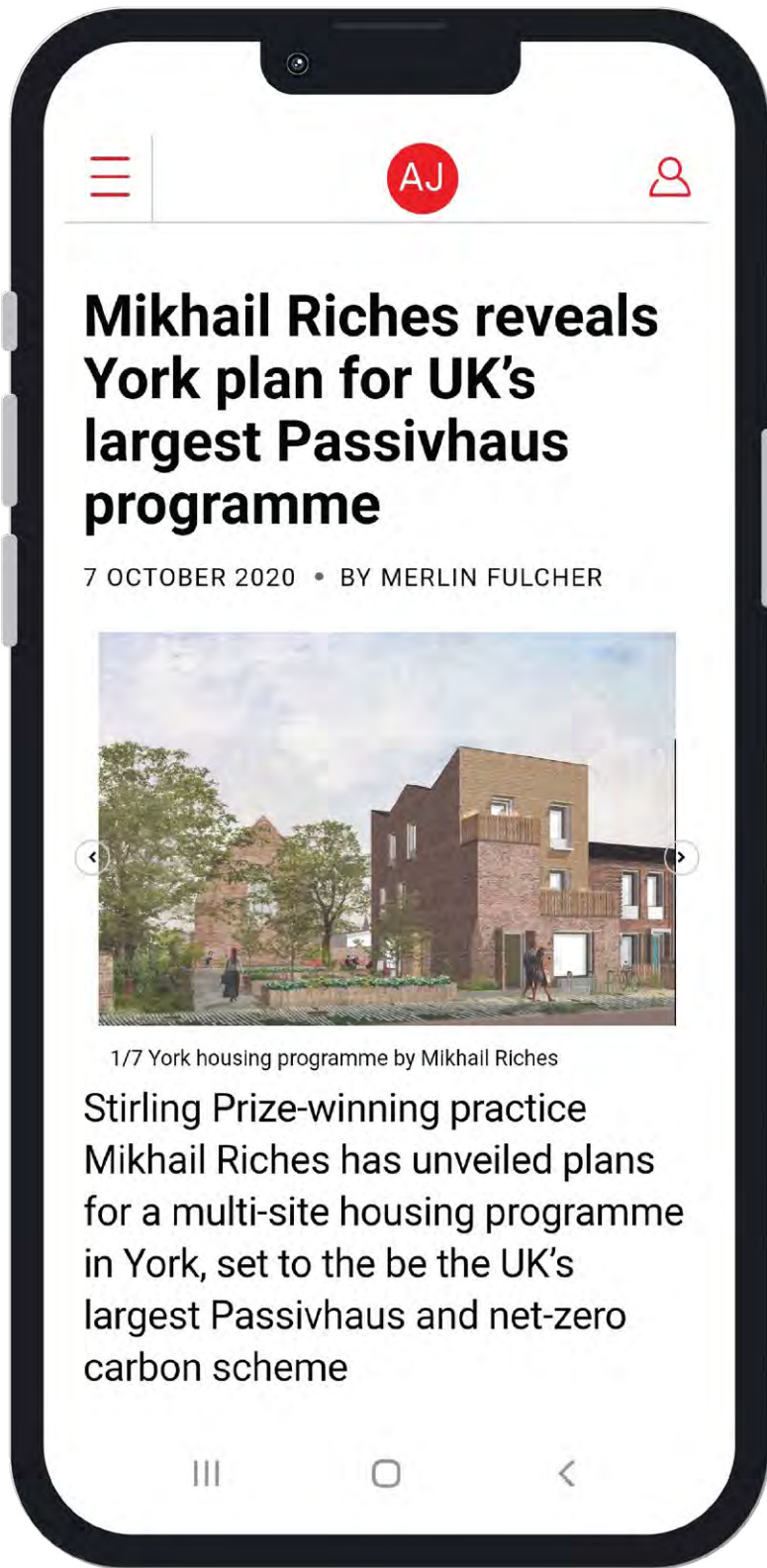
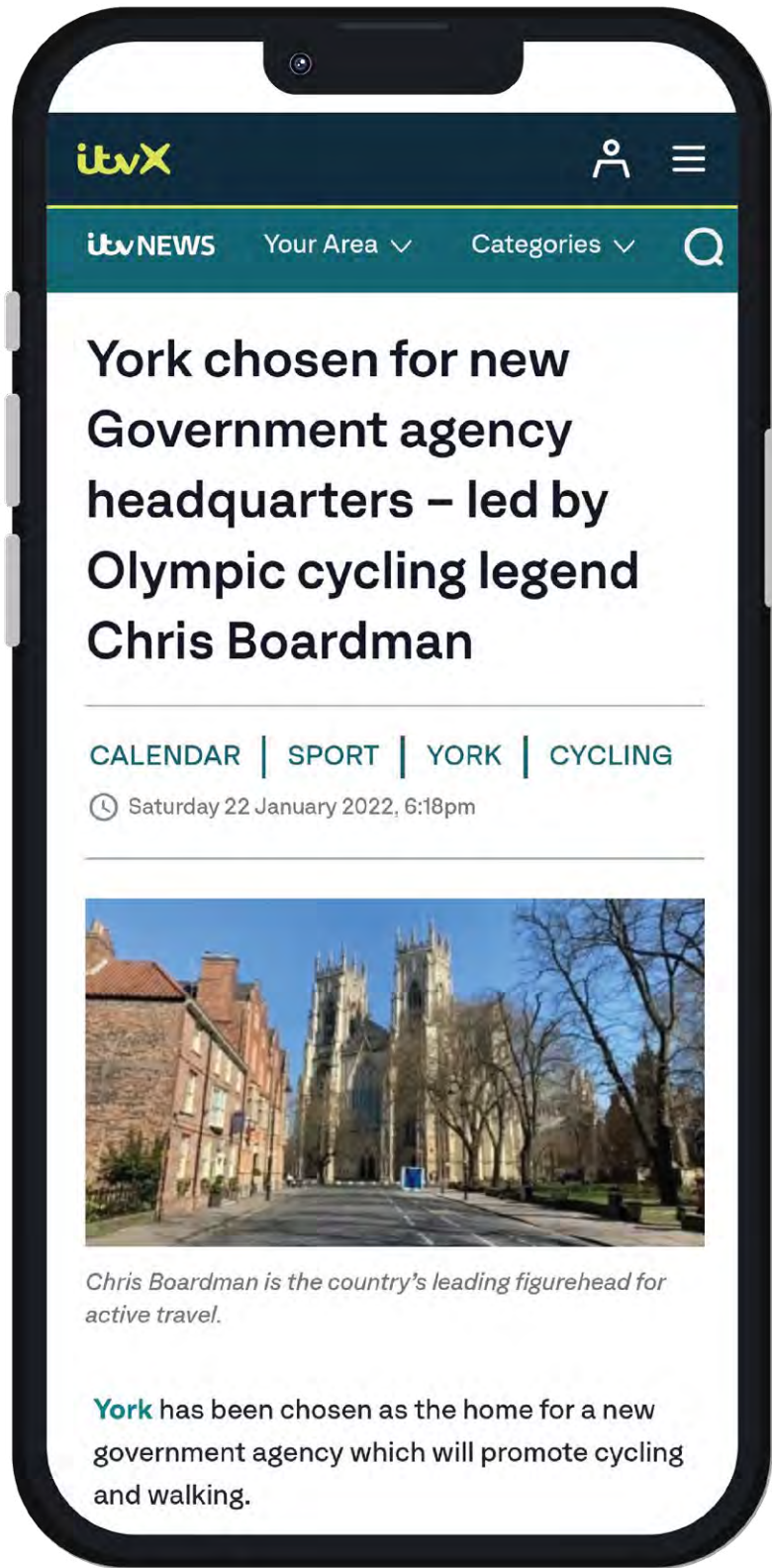
Pioneering with Purpose

York

Theirs is an example of how a place brand can help guide and influence perceptions and enhance lived experience.

York grabbed the bull by the horns and started using the place brand straight away. We delivered the place brand narrative and values to the City of York Council in late 2019 and despite the pandemic York has made headlines multiple times for the decisions it's made based on the place brand values.

- December 2019 (pre covid) York pledges to ban car journeys from the city centre - and fast - within three years.
- 2019 - York Central development is completely overhauled to make it more place-appropriate
- 2020 - University of York reveals its 10-year strategy 'A University for Public Good'
- 2020 - York announces it will be the home for the UK's largest Passivhaus and net-zero carbon scheme
- 2021 - York Festival of Ideas changes their annual heritage walking trail - rather than using it to highlight heritage buildings, they create a 'Trail Of Trailblazers' to tell the stories of the brilliant minds who spent time there
- 2022 - York is chosen as the HQ for Active Travel England



THE HUMBER BRAND FILTER

Successful place branding enables better decision-making and encourages cohesive behaviour that shapes perceptions. The brand filter is a hands-on tool turning values into a decision-making framework. It informs, inspires, and tests ideas or initiatives, ensuring they align with the place brand values. It fosters collaboration, clarity, innovation, and common goals, enabling actions the region's future.

When we perform at our best the people,
business, organisations, attraction and events
of the Humber are...

Core Value 01

REVOLUTIONARY

We are pioneers of social and industrial innovation, effecting positive change locally and globally. Taking the initiative to tackle challenges head-on, we set new standards and power progress towards a more productive and progressive future.

Core Value 02

RESOURCEFUL

We redefine what it means to be an industrial powerhouse. Innovators, problem solvers offering solutions and pursuing new-gen possibilities. Embracing the spirit of adaptability and constant evolution, with skill, creativity and an optimistic confidence. Our commitment to sustainability drives us to nurture and protect our natural environment for future generations.

Core Value 03

REAL

We are unapologetic industrialists and enthusiastic environmentalists. Grounded in ethical principles, we lead with authenticity, humility and determination, fostering a culture of collectivism and responsibility. Strengthening local connections, we drive positive change, shaping a more inclusive, sustainable future for all.

Core Value 04

REMARKABLE

We embody creativity and ambition. As a beacon of industrial modernity, we drive innovation with a community-focused, can-do attitude. With boundless energy and a proactive spirit, we generate ground-breaking solutions and question the status quo, attracting attention with our influential extraordinary actions.

HUMBER

PUTTING VALUES INTO ACTION

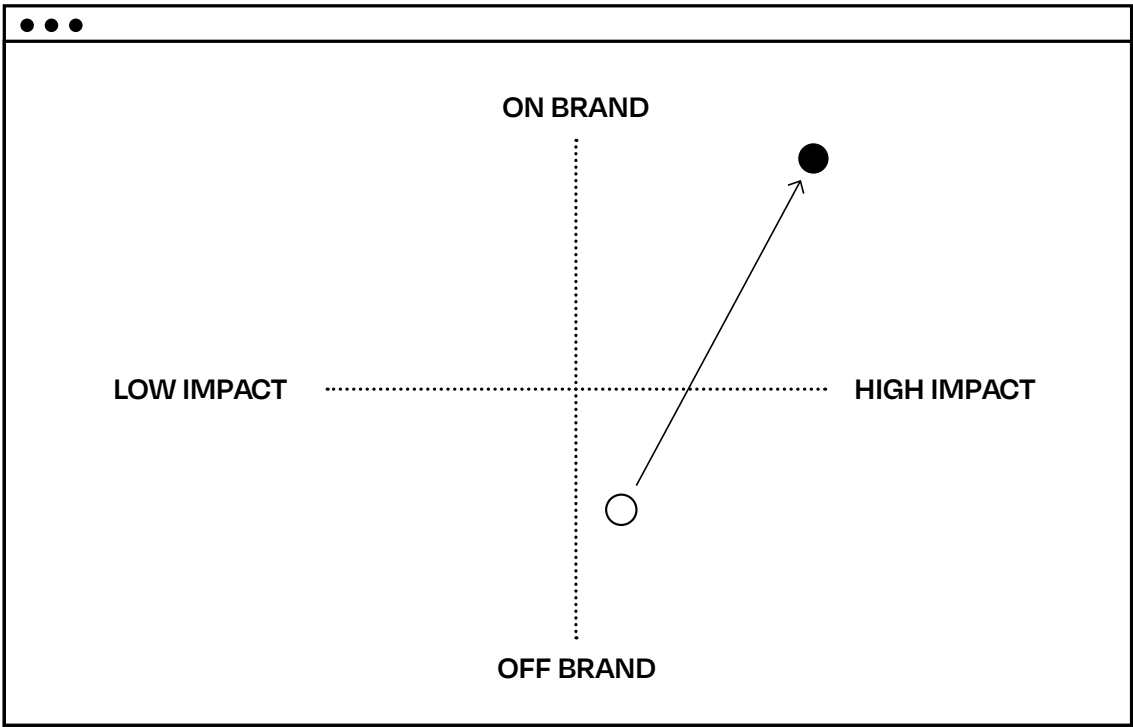
The brand filter is a tool to put values to work.

The Humber values serve as guidelines for determining brand alignment. Apply them as filters to assess proposed activities. Use the brand filter to assess how well activities express and communicate Humber’s values, guiding decision-making and action planning. The tool helps determines the most ‘on-brand’ and impactful actions, creating a distinctive, cohesive and united place.

Use the brand filter to:

- * Inform decision-making: Ensure actions are authentically ‘Humber.’
- * Form initiatives: Amplify the Humber narrative.
- * Test existing initiatives: Ensure consistency in activation across Humber.

The aim? ‘On-brand’ and impactful actions:



How to use the brand filter:

- 01_ Apply the brand filter to inform decisions.
- 02_ Plot activities based on brand alignment and impact.
- 03_ Facilitate discussions on assessments.
- 04_ Plan actions to enhance brand alignment and impact.
- 05_ Consider the extent to which activities should reflect Humber values.

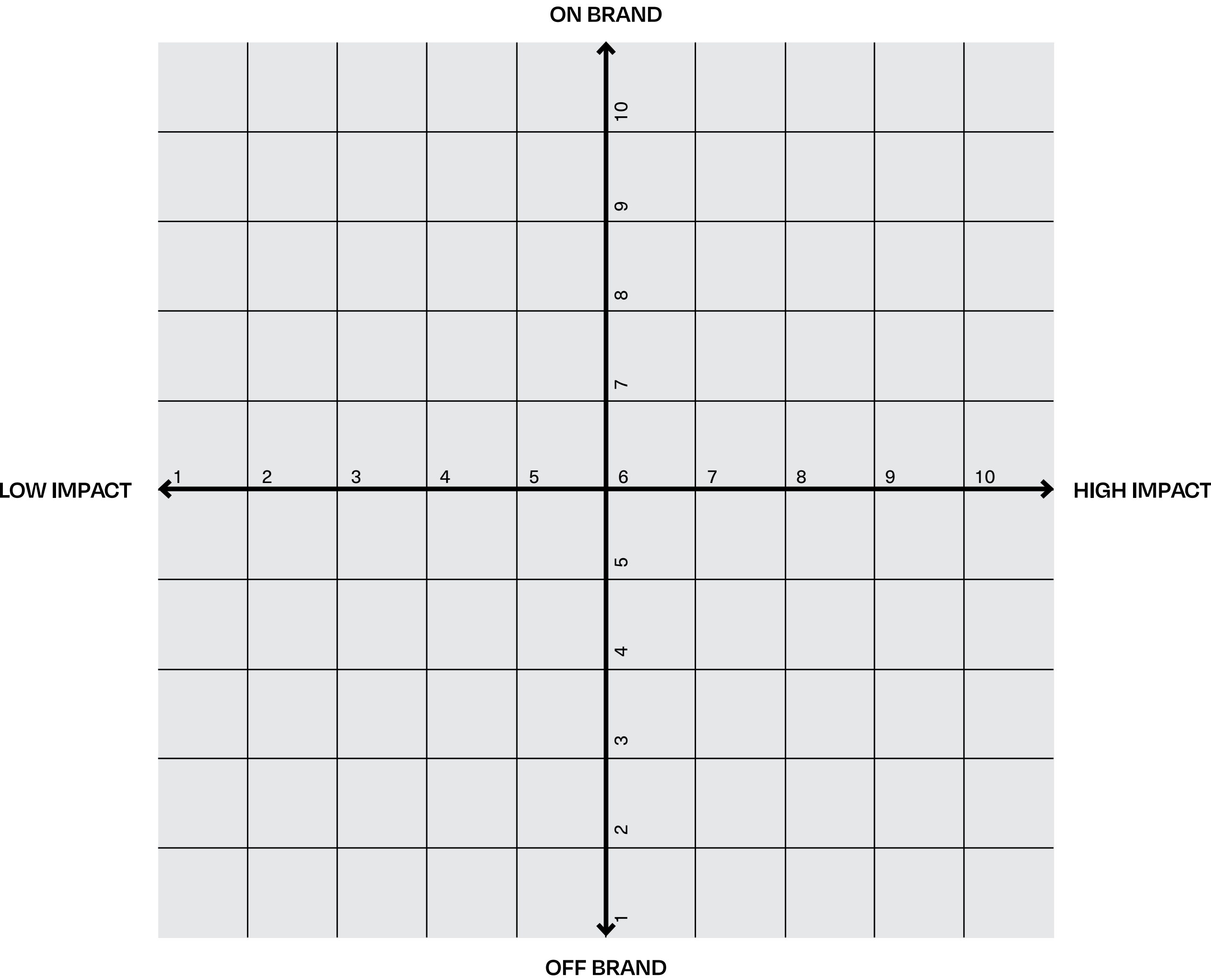
The better an activity expresses a core value, the more it will contribute to guiding Humber’s image in the desired direction
When assessing a proposed activity or initiatives, you need to ask yourselves honestly and critically as to how much it is:

- **On brand**: How much does the activity embody and amplify the brand values?
- **Impactful**: the extent to which it shapes how Humber is seen by the world?

Actions scoring highest on both criteria will be the best route to creating a distinctive, cohesive and united place.

Methods for testing:

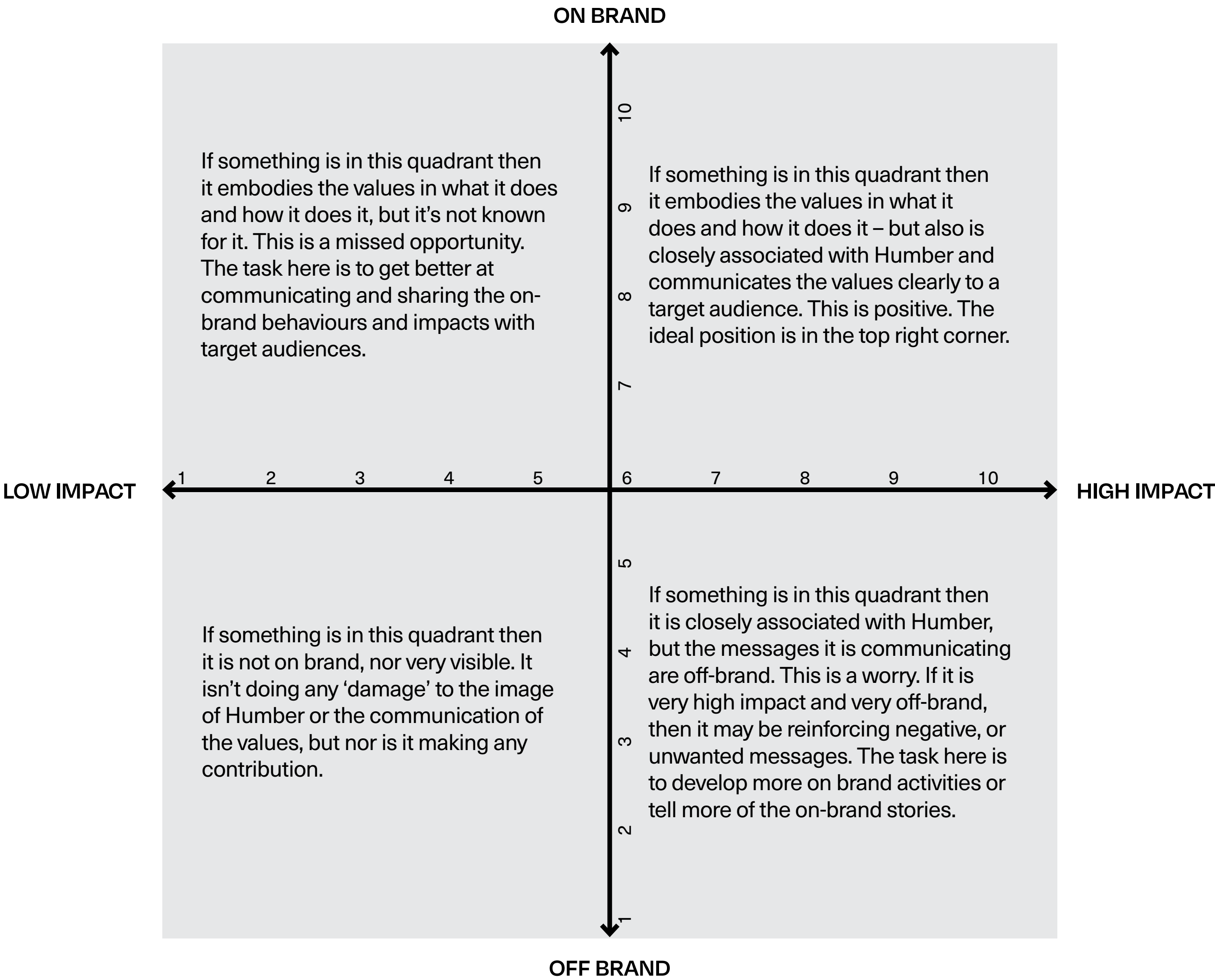
- **Individual** – Assess each value independently. This is the best approach when testing a single item, idea, initiative.
- **Collective** – Assess the values as a set, useful for comparing multiple items or ideas. A useful approach when testing multiple items, ideas, initiatives that benefit from comparison.



Once you’ve made your assessments, consider:

- Why they have been assessed this way?
- Does everyone agree?
- Are there values-based behaviours and impacts which you weren’t aware of?
- What actions could be taken to make these more ‘on brand’ and/or more ‘impactful’.

It’s important to note that the perception of Humber’s values can vary depending on personal preferences and individual experiences. Different people may find different meaning based on their unique qualities and the aspects they value most. Nuance and debate are important in the interpretation and activation of the brand values.



Prioritise:

Hits the spot - 'on brand' influence and 'high impact' - we should be doing this.

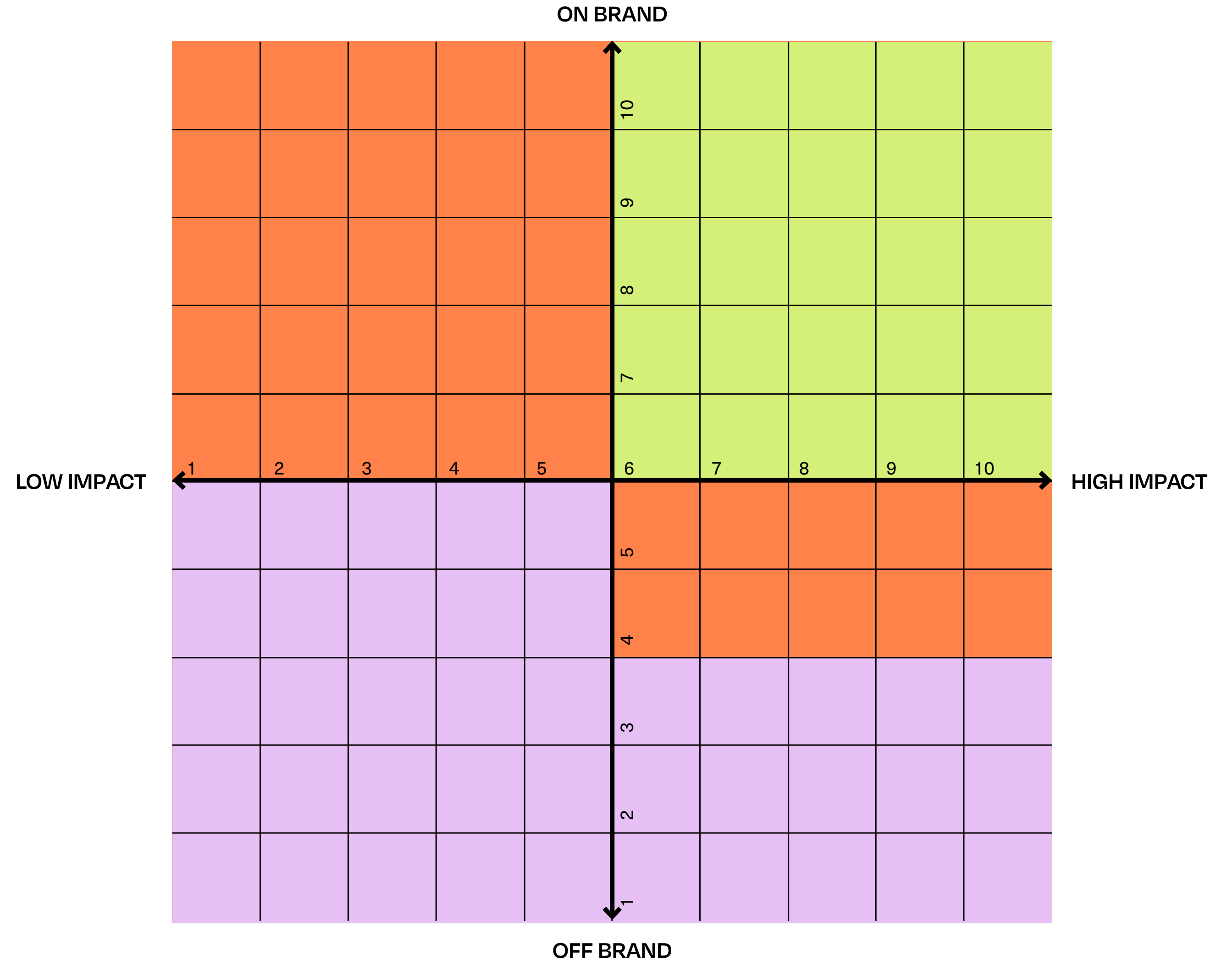


Develop / refine:

We should consider this but work on ways to better enhance / elevate the place brand and/or increase impact.

Deprioritise / rethink:

Room for improvement - how can we improve the brand influence and/or impact?



VALUES IN PRACTICE

Translating 'The Humber Values' into guiding principles and prompts for projects, initiatives and activities that can influence place brand perceptions and lived experience.

Many different types of items, ideas and initiatives can be tested against the framework, from the big stuff to the small stuff - almost anything, in fact.

General principles and prompts:

Value	What does this mean in practice?		
Revolutionary	<p>Pioneering & Setting New Standards:</p> <ul style="list-style-type: none">Does the project pioneer social and industrial innovation?How does the project aspire to set new standards for excellence and best practices?Are there benchmarks or criteria that guide decision-making towards transformative outcomes?Does the project aim to become a model for future initiatives, inspiring others to follow suit?	<p>Tackling Challenges Head-On:</p> <ul style="list-style-type: none">Does the project confront local and global challenges and grasp new opportunities?Does the project prioritise solutions-oriented approaches that address issues directly and effectively?How does the project approach challenge with resilience, determination, and proactivity?Are there strategies in place to overcome obstacles and navigate complexities?	<p>Impactful Change-Making:</p> <ul style="list-style-type: none">How does the project aim to effect positive change on a local and global scale?How does the project aspire to make a significant and lasting impact on the community, economy, and environment of the region?Are there ambitious goals and outcomes that have far-reaching consequences and lasting benefits and align with the broader vision and values of the Humber region?Does the project strive to create a legacy of excellence, inspiration, and pride that enhances the reputation and identity of the region?
Resourceful	<p>Problem-Solving & Solutions-Oriented Approaches:</p> <ul style="list-style-type: none">Is the project directly solving a problem, offering solutions and/or pursuing new-gen possibilities?How does the project address challenges and seize opportunities with creativity and ingenuity?Are there pragmatic and/or innovative solutions proposed for complex issues such as economic revitalisation?Does the project prioritise outcomes that deliver tangible benefits to stakeholders and the broader community?	<p>Optimism, Adaptability & Constant Evolution:</p> <ul style="list-style-type: none">How does the project demonstrate responsiveness to changing needs, preferences, and trends in the local and global context?Does the project embrace a mindset of continuous improvement and innovation?Does the project exhibit flexibility, agility, and resilience in overcoming obstacles and seizing new opportunities as they arise?Are there mechanisms for ongoing feedback, monitoring, and evaluation to assess the project's effectiveness and make necessary adjustments?Does the project reflect a vision for a resilient and thriving future for the community and environment?	<p>Leveraging Resources & Building Capacity:</p> <ul style="list-style-type: none">How does the project leverage existing collective resources, expertise, and networks within the region to maximise the project's impact and sustainability?Are there opportunities to build local capacity and skills through workforce development, education, or training programs?Does the project seek to maximise the positive economic, social, and cultural impact of investments within the community?

General principles and prompts:

Value	What does this mean in practice?		
Real	Community-Led & Creative Solutions:	Sustainability & Social Value:	Grounded & No-Nonsense Approach:
	<ul style="list-style-type: none">Does the project empower local residents to contribute their knowledge, skills, and aspirations to the project?Are there mechanisms for meaningful participation, feedback, and co-creation to ensure that the project reflects the aspirations and needs of the community?Are there opportunities for community-led initiatives, creative placemaking, or cultural expression?Does the project prioritise solutions that address the unique needs and aspirations of the community in a meaningful and inclusive way?Does the project inspire a sense of collective pride, purpose, and responsibility in shaping the future of the region together?	<ul style="list-style-type: none">Does the project demonstrate a steadfast commitment to sustainability and social equity?Are there measures in place to minimise environmental impact, enhance biodiversity, and promote social inclusion?Does the project integrate renewable energy innovation or infrastructure and circular economy principles?Are there strategies to enhance ecological resilience, protect natural resources, and mitigate climate change effects?Does the project prioritise initiatives that address the needs and aspirations of underserved or vulnerable communities?	<ul style="list-style-type: none">How does the project demonstrate a practical, no-nonsense attitude towards addressing real life challenges and opportunities?Does the project prioritise tangible outcomes and results over rhetoric or symbolism, focusing on making a meaningful impact on people's lives?
Remarkable	Creativity & Innovation:	Attention-Worthy & Distinct:	Collaboration, Partnerships & Collective Action:
	<ul style="list-style-type: none">Does the project challenge conventional norms and push boundaries in its approach?How does the project embrace innovation and creativity in its design and implementation?Are there opportunities to incorporate cutting-edge technologies or sustainable practices?Does the project embrace experimentation, iteration, and learning from failure to continuously improve and evolve?	<ul style="list-style-type: none">Does the project challenge expectations?Are there opportunities for original ideas, unconventional approaches, and out-of-the-box solutions to address local challenges and opportunities?Does the project capture the attention and imagination of residents, visitors, and investors by offering something uncommon, extraordinary or truly remarkable and worthy of attention?Are there elements of surprise, innovation, and uniqueness that make the project stand out?	<ul style="list-style-type: none">How does the project foster collaboration and partnerships among diverse stakeholders, including community members, public agencies, private companies, non-profit organisations, and academic institutions?Does the project demonstrate a commitment to common goals, mutual respect, and trust-building to build stronger, more resilient communities?Does the project bring together diverse stakeholders, including entrepreneurs, researchers, artists, and policymakers, to drive interdisciplinary collaboration, knowledge exchange, and economic innovation?How can the project foster a culture of experimentation, risk-taking, and cross-sectoral collaboration within the innovation ecosystem, empowering individuals and organisations to explore bold ideas, develop disruptive technologies, and shape the future of the region?

Events & Festivals

PRINCIPLES & PROMPTS

Demonstrating how
the values can provide
prompts for assessment.

Principles and prompts for events and festivals in the Humber region:

Value	What does this mean in practice for events and festivals?	
Revolutionary	<div>Ambitious Forward-thinking Programming:<ul style="list-style-type: none">Does the event feature content that explores new-gen possibilities and future trends?How can event programming and/or curation connect with / respond to current trends and critical societal issues– i.e. cost of living, education and future skills, climate emergency, localism and social value, ethics and provenance, health and wellbeing.Are there up-and-coming stars, visionary artists or thought leaders addressing current or cutting-edge topics?Does the event foster a forward-looking mindset and inspire attendees to take action towards a more progressive future?How is innovation and creativity integrated into the event’s programming and activities?</div>	<div>Inspiring Action:<ul style="list-style-type: none">How does the event set ambitious goals and prioritise impactful actions?Are there initiatives to address local and global issues, driving positive change on multiple levels?Does the event foster a sense of collective responsibility for positive change?Does the event inspire and/or empower attendees to take action and become change-makers in their communities and beyond?How does the event pursue meaningful outcomes that contribute to positive change on a local and global scale?</div>
Resourceful	<div>Environmental & Ethical Consciousness:<ul style="list-style-type: none">How does the event demonstrate a genuine commitment to ethical principles and sustainability?Are there initiatives to minimise environmental impact, promote social equity, and uphold ethical business practices?Does the event serve as a platform to raise awareness about pressing environmental issues?How does the event promote environmental stewardship and sustainability?Does the event inspire attendees to take action towards nurturing and protecting the environment?Are there initiatives to reduce waste, minimize carbon footprint, or protect natural resources?</div>	<div>Community-led & Collaborative:<ul style="list-style-type: none">How does the event encourage collaboration and collective action towards shared goals?Are there opportunities for networking, partnership-building, or knowledge-sharing?Does the event leverage the collective expertise and resources of diverse stakeholders for greater impact?Are there partnerships or collaborations that extend the event’s reach beyond regional boundaries?</div>

Principles and prompts for events and festivals in the Humber region:

Value	What does this mean in practice for events and festivals?	
Real	<div>Engagement, Inclusive & Accessible:<ul style="list-style-type: none">Does the event offer something unexpected, something for the soul, something for all the family? i.e. Fun activities - something for everyone - that encourage participation that is rooted in transformation and not just transaction.How does the event empower and involve local communities in its planning and execution?Are there opportunities for community members to contribute their ideas, talents, and resources?Does the event offer opportunities to local vendors, artisans, makers, creatives and performers to showcase their talent and the region's authentic culture and heritage? i.e. A hive of commerce, culture and culinary activity independent, original and artisanal.Are there interactive activities or workshops that encourage proactive participation?</div>	<div><ul style="list-style-type: none">How does the event foster a sense of belonging and inclusivity for all attendees? i.e. Prioritise community events, festivals, and cultural activities, that bring people together from North and South of the Estuary, create space for cultural exchange, and promote social cohesion.Are there initiatives to promote diversity, equity, inclusion and drive social value within the event space?Does the event nurture and connect Humber's key assets - nature (the Estuary, green space, wildlife and biodiversity), industry (inspiring stories of heritage and innovation) and our people (who bring diverse perspectives, skills and ambition).And, quite simply, does the event get people outdoors and enjoying Humber's brilliant and varied natural environment.</div>
Remarkable	<div>Innovation & Creativity:<p>How does the event foster innovation and creativity in its programming and activities?</p><ul style="list-style-type: none">Does it showcase original ideas and imagination? i.e. Creative expression, and unique perspectives that stand out from the norm.Does the event inspire attendees to think differently and push boundaries?Are there initiatives to address local and global challenges and seize opportunities with energy and enthusiasm?Does the event encourage experimentation and unconventional thinking to challenge the status quo?Are there opportunities for attendees to engage in hands-on, problem-solving experiences?Does the event showcase new narratives or redefine traditional concepts in innovative ways? i.e. Reinterpreting Humber's legacy and leadership as a hub of global trade, industry and manufacturing. Events that emphasise artistry, innovation and the way things are made.</div>	<div>Attention-Worthy Experiences:<ul style="list-style-type: none">How does the event create experiences that are uncommon, extraordinary, and worthy of attention?Are there elements of surprise, innovation, and uniqueness that make the event stand out?Does the event challenge expectations and captivate participants with memorable offerings and experiences?Does the project capture the attention and imagination of residents, visitors, and investors by offering something truly remarkable?</div>

Regeneration & Development

PRINCIPLES & PROMPTS

Demonstrating how the values
can inspire ideas.

Principles and prompts for regeneration in the Humber region:

Value	What does this mean in practice for regeneration?		
Revolutionary	<div><div>Innovative Design Elements:</div><ul style="list-style-type: none">• Incorporate cutting-edge design and engineering solutions that challenge traditional norms and push the boundaries of what is possible.• Integrate pioneering renewable energy technologies, green infrastructure, and sustainable building materials to create regenerative and environmentally conscious developments.• Prompt: Does the project integrate green infrastructure, renewable energy, or sustainable transportation options to create healthier and more resilient environments?• Integrate smart city technologies, such as IoT sensors, data analytics, and digital platforms, to enhance urban efficiency, resilience, and quality of life for residents.</div>		
Resourceful	<div><div>Adaptive Reuse & Repurposing:</div><ul style="list-style-type: none">• Explore adaptive reuse strategies for existing buildings and infrastructure, transform and/or activate underutilised spaces to preserve historical character and minimise environmental impact.• Prompt: How does the project minimise environmental impact and promote sustainability in its design, construction, and operation?• Repurpose vacant lots and brownfield sites for green infrastructure projects, such as urban parks, community gardens, and stormwater management systems, enhancing ecological resilience and biodiversity.• Balance necessary new development with rewilding and environmental conservation initiatives.• Prompt: Respect and celebrate Humber's beautiful natural environment by prioritising low impact development and energy efficient buildings that minimises waste, harm to the environment and enhances biodiversity.</div>	<div><div>Circular Economy Practices:</div><ul style="list-style-type: none">• Implement circular economy principles throughout the project lifecycle, from construction and operation to maintenance and decommissioning, minimising waste, maximising resource efficiency, and promoting sustainable consumption and production.• Prompt: Can you prioritise the use of locally sourced eco-friendly materials and construction methods to deliver a low carbon scheme and help stimulate the local economy and skills.• Foster collaboration with local industries and businesses to establish circular supply chains, repurposing waste materials and by-products as valuable resources for new construction and manufacturing processes.• Prompt: How does the project foster collaboration among diverse stakeholders, including residents, businesses, and public agencies?</div>	<div><div>Resilient Infrastructure Solutions:</div><ul style="list-style-type: none">• Design resilient infrastructure systems, such as green roofs, permeable pavements, and rainwater harvesting systems, to mitigate the impacts of climate change (especially in Humber's case rising sea levels and flood risk) and improve water management.• Integrate nature-based solutions, such as urban forests, wetlands, and green corridors, into the urban fabric to enhance biodiversity, ecosystem services, and overall environmental quality.</div>

Principles and prompts for regeneration in the Humber region:

Value	What does this mean in practice for regeneration?			
Real	<p>Prioritise Human Experiences:</p> <ul style="list-style-type: none">• Connection to nature and to each other. Think about everyone who interacts with the place / building from occupants to passers-by. How can the development bring joy into their experience?• Development designed to invite interaction, encourage connections with other people, foster stronger community ties, building social capital, reduced inequalities, and a prosperous local economy that works for everyone.• Prompt: Does the project social connections and foster a sense of belonging and inclusion within the community?• Deliver spaces and services that: allow people to access more of their daily needs closer to home; enable people to work together, make things, earn their own living, trade, generate employment and keep the money in the local economy; attract and stimulate enterprise and economic vitality.• Leading the way in social and environmental progress - working to create fair, compassionate and welcoming communities where collaboration and social vision spark grassroots action.	<p>Authentic Placemaking Strategies:</p> <ul style="list-style-type: none">• Embrace the unique cultural heritage and identity of the local community, celebrating its history, traditions, and values through authentic placemaking initiatives, public art installations, and cultural programming.• Prompt: How does the project strengthen, nurture and connect Humber's key assets - nature (the Estuary, green space, wildlife and biodiversity), industry (inspiring stories of heritage and innovation) and people (who bring diverse perspectives, skills and ambition)?• Foster a sense of authenticity and belonging by incorporating locally sourced materials, craftsmanship, and artwork into the built environment, creating meaningful connections between, businesses, residents and their surroundings.• Prompt: Think bigger when it comes to partnerships – who can and should be involved in this? Who could benefit locally, who can help bring creative and/or innovative thinking? Who can help integrate renewable technologies?	<p>Transparent & Accessible Design:</p> <ul style="list-style-type: none">• Prioritise transparency and accessibility in the design process, engaging stakeholders through clear communication, co-creation, public consultations, and open forums to ensure that project decisions are informed by diverse perspectives and priorities.• Prompt: How can engagement be more fun, more creative, more Humber? Are there mechanisms for engaging diverse perspectives and incorporating feedback into the planning process?• Create inclusive and barrier-free environments that accommodate people of all ages, abilities, and backgrounds, promoting social equity, diversity, and inclusion within the community.• Prompt: Does the project demonstrate sensitivity to the needs and experiences of marginalised or vulnerable populations?	<p>Community-Centred Spaces:</p> <ul style="list-style-type: none">• Design inclusive public spaces that promote social interaction, cultural exchange, and civic engagement, fostering a sense of belonging and pride among residents.• Implement participatory design processes that empower local communities to co-create and shape their built environment, ensuring that their voices are heard and respected.

Principles and prompts for regeneration in the Humber region:

Value	What does this mean in practice for regeneration?	
Remarkable	<div>Iconic Landmark Features:</div> <ul style="list-style-type: none">• Integrate iconic landmark features and signature architectural elements that capture the imagination and create memorable visual identities for the project, distinguishing it as a destination of distinction and significance.• Design innovative public art installation (i.e. think beyond sculpture and consider digital art) and interactive exhibits that serve as focal points for community gathering, artistic expression, and cultural exchange, enhancing the aesthetic appeal and vibrancy of the urban environment.	<div>Experiential & Immersive Environments:</div> <ul style="list-style-type: none">• Be brave and proactive – consider how development brings vitality, or a refreshing change to the situation or environment. Diverge from the norm – go beyond the expected, think boldly to have a transformative impact. Take progressive and purposeful actions - always consider sustainability, ethics, responsible businesses, social inclusion, health, well-being.• Curate immersive and experiential environments that engage the senses, evoke emotion, and stimulate curiosity, offering unique opportunities for exploration, discovery, and interaction within the built environment.• Create multi-sensory experiences through dynamic lighting, soundscapes, and interactive digital installations that transform public spaces into dynamic canvases for creativity, storytelling, and shared cultural experiences.

Tone of Voice guidelines will help you create confident, approachable messaging that goes hand-in-hand with Humber's values and personality.

The aim is to communicate in the simplest way possible, so a broad range of people can understand exactly who you are and what you can offer them.

What is tone of voice?

Our tone of voice is how we communicate our personality to our audiences. It's the kind of language we use and the words we choose – whether we're writing or speaking.

Why does it matter?

The way we speak influences how people think and feel about our place, so it's essential to get it right. If we want all of our audiences - from residents to visitors to investors - to really understand who we are and what we stand for, then we need to communicate with them in the right way.

When do we need to think about it?

Always! Tone of voice (or personality) matters for every single communication opportunity that we have with our audiences – from websites and press releases to social media messaging, emails, and face-to-face interactions. Because it's such a big part of how our place is perceived, paying attention to personality and tone of voice should be an important part of the brand rollout process.

Guiding principles and meaningful prompts for copywriting, language, and tone-of-voice aligned with the core values of Revolutionary, Resourceful, Real, and Remarkable.

By incorporating these guiding principles into copywriting, language, and tone-of-voice guidelines, organisations can effectively communicate the core values (without explicitly referencing the values themselves) and narrative of the Humber region, engaging audiences, and conveying the unique identity and spirit of the area.

Revolutionary	Resourceful	Real	Remarkable
<p>Bold & Visionary:</p> <ul style="list-style-type: none"> Use language that is forward-thinking, ambitious, and inspiring, and reflects the spirit of innovation and progress. Be dynamic, confident, and visionary in tone, inspiring audiences to embrace change and challenge norms. <p>Dynamic & Impactful:</p> <ul style="list-style-type: none"> Emphasise the transformative impact of the region’s projects and initiatives. Inspire action and change by highlighting the power of collective innovation and the potential for revolutionary breakthroughs. 	<p>Creative & Adaptive:</p> <ul style="list-style-type: none"> Highlight the region’s adaptability and innovative spirit. Employ resourceful language that highlights adaptability, creativity, and problem-solving. <p>Optimistic & Practical:</p> <ul style="list-style-type: none"> Be practical, optimistic, and community-focused in tone. Use language that is hopeful and solution-oriented. Frame challenges as opportunities and solutions as resourceful responses to complex issues. 	<p>Genuine & Relatable:</p> <ul style="list-style-type: none"> Use sincere, approachable and inclusive language that resonates with wide ranging audiences. Share genuine stories that reflect the real experiences, values, and aspirations of the community. <p>Optimistic & Practical:</p> <ul style="list-style-type: none"> Emphasise honesty, transparency, and a no-nonsense attitude. Foster credibility and connection with the audience through honest, transparent, and relatable communication. <p>Collaborative & Connected:</p> <ul style="list-style-type: none"> Highlight collaboration, inclusivity, and a sense of togetherness. Showcase engagement, and participation within the community, highlighting joint efforts and shared achievements. 	<p>Awe-Inspiring & Aspirational:</p> <ul style="list-style-type: none"> Use language that evokes wonder and admiration. Employ compelling and evocative language that captures attention and sparks curiosity. Be awe-inspiring, distinctive, and aspirational in tone, showcasing the extraordinary features and achievements of the region. <p>Distinctive & Confident:</p> <ul style="list-style-type: none"> Emphasise honesty, transparency, and a no-nonsense attitude. Foster credibility and connection with the audience through honest, transparent, and relatable communication. <p>Surprising:</p> <ul style="list-style-type: none"> Spark curiosity and excitement, inviting audiences to discover unexpected delights and hidden treasures within the region. Create a sense of anticipation and adventure by highlighting unique experiences and surprises in-store.
<p>Prompts:</p> <ul style="list-style-type: none"> How can we communicate the pioneering nature of our initiatives and projects (particularly in relation to renewable energy) and their and transformative impact? What language can we use to inspire audiences to challenge conventions and embrace new possibilities? How can we empower our audience to become change-makers and catalysts for innovation? 	<p>Prompts:</p> <ul style="list-style-type: none"> How can we communicate the skill, innovation, adaptability behind our solutions and initiatives? What language can we use to highlight our commitment to sustainability and environmental stewardship? How can we engage audiences in conversations about creative problem-solving and innovative approaches to challenges? 	<p>Prompts:</p> <ul style="list-style-type: none"> How can we ensure our messaging reflects the authentic character and identity of the Humber region? What language can we use to build trust and credibility with our audience? How can we amplify the voices and stories of our community in communications? 	<p>Prompts:</p> <ul style="list-style-type: none"> How can we craft messaging that captivates and excites our audience? What language can we use to convey the remarkable features and experiences of the Humber region? How can we create a brand voice that is distinctive, memorable, and aspirational?

Plain English

The Plain English Campaign’s language rules help brands avoid unnecessary jargon and clunky phrasing that can confuse or alienate people. Referring to these rules will encourage consistency and an accessible voice across all communications – no matter who you’re talking to.

- 1_ Whilst communications need to be professional, they don’t need to be formal.
- 2_ Be clever with the turn of phrase rather than relying on multisyllabic words. If you can’t say what you want in simple terms, try rearranging the sentence.
- 3_ Use everyday English whenever possible, avoiding jargon and acronyms.

Language

The language you prioritise should align with the brand’s values and the principles outlined in the tone of voice guide. It should engage, inspire, and create a connection with the audience. Aim to:

- 1_ Engage more strongly with audiences using personal pronouns (“you”, “we”, “us” and “our”) and active verbs to foster a sense of unity and inclusivity within the community. Using inclusive pronouns builds a relationship with your audiences and makes communications feel more down to earth, accessible and friendly.
- 2_ Inspire the audience with aspirational messaging that motivates them to explore, engage, and make the most of what the market town has to offer. Use uplifting language and stories that ignite a sense of possibility and encourage personal growth.
- 3_ Be informative and knowledgeable, providing valuable insights and details about local businesses, events, landmarks, and heritage stories. Deliver information in a clear and concise manner, empowering readers with useful and relevant content.
- 4_ Demonstrate empathy by understanding the needs, aspirations, and concerns of the target audience. Show sensitivity towards their experiences and emotions, addressing them with compassion and understanding.

The imagery we use is as important as the stories we tell.

What is a photography style guide?

A photography style guide aims to define the criteria and visual treatment when creating or commissioning photography (and film) for Humber.

Why does it matter?

Great photography is the foundation of the place brand communication and an essential part of communicating the Humber brand values.

When do we need to think about it?

Always! In today's age of image obsessed culture, photography can do more than simply "sell" brand Humber; it also says something about its personality, reinforces the fundamentals, increases visibility and shape the perceptions and perspectives of our many audiences.

These themes align with the place brand values—**Revolutionary, Resourceful, Real, and Remarkable**—and the region’s assets, achievements, accomplishments, and ambition.

By focusing on these themes and aligning them with the Humber region’s core values and narrative, implementation efforts can effectively communicate the unique identity and strengths of the region.

Revolutionary

Innovation in Action:

- Capture dynamic images of cutting-edge technology, renewable energy projects (e.g., wind farms), and modern industrial processes.

Trailblazers:

- Highlight individuals and teams leading innovation, including entrepreneurs, researchers, and engineers

Transformational Projects:

- Showcase large-scale projects that signify change and progress, such as new infrastructure and urban developments.

Extraordinary Achievements:

- Highlight significant accomplishments and milestones, such as major industrial projects or cultural accolades.

Resourceful

Sustainability & Green Spaces:

- Highlight natural landscapes, conservation efforts, and community gardens.

Problem-Solving in Action:

- Capture moments of ingenuity and creative

solutions, such as flood defences and eco-friendly designs.

Community Collaboration:

- Show diverse groups working together on projects, from urban farming to recycling programs.

Real

Everyday Life & Local Faces:

- Capture candid moments of daily life, focusing on the authenticity and warmth of the local community.

Industrial & Environmental Harmony:

- Show images that balance industrial activities with natural beauty, emphasising the coexistence of industry and nature.

City, Coast & Countryside:

- Give focus to the Estuary, highlight the beautiful coastline, countryside, and the importance of fresh air and nature. Inspire an appreciation for the environment and an understanding of the region’s commitment to preserving green and blue spaces.

Local Events & Traditions:

- Highlight community events, local markets, and cultural traditions that reflect the region’s heritage and values.

Remarkable

Iconic Landmarks & Unique Features:

- Showcase the region’s most striking and unusual landmarks, from historical buildings to modern architecture.

Surprises In-store:

- Spark curiosity and excitement, inviting audiences to discover unexpected delights and hidden treasures within the region. Create a sense of anticipation and adventure by highlighting unique experiences and surprises in-store

Vibrant & Diverse Culture:

- Capture the richness of the region’s cultural life, including festivals, arts, and culinary scenes.

Homegrown & High-quality:

- Showcase the talents, creativity, and innovation of local individuals and businesses. Recognise their contributions and inspire pride in the region’s homegrown talent, whether it’s artists or entrepreneurs.

The Art of Storytelling

Reportage photography documents / captures a moment in real time - conveying the real experience of Humber citizens and visitors in a candid and unobtrusive style.

- 1 _ Giving a storytelling feel to the photography as if the viewer is experiencing life through the eyes of Humber citizens / visitors.
- 2 _ Documentary style that captures the essence of everyday life in Humber - the small, fleeting moments of people and their experiences / activities.

Principles

Ultimately, the chosen style or treatment should align with the brand values and the desire for Humber to be known as a beacon for industrial modernity, aiming to convey a sense of independence, vibrancy, and liveability through visual storytelling.

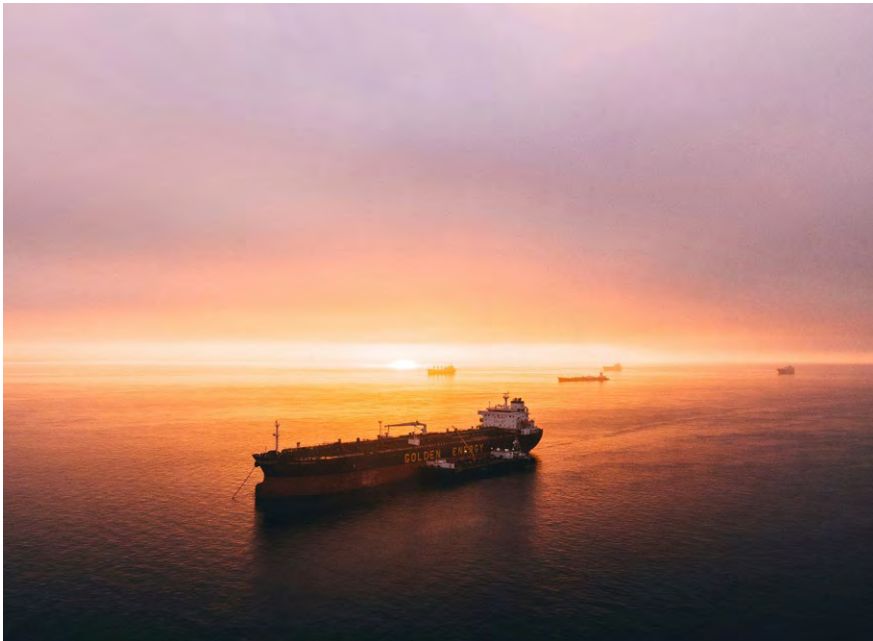
Choose photos carefully, thoughtfully and compassionately; always ensuring photography portrays guests and the town in the most positive light.

When sourcing or commissioning photography the style should be simple and uncomplicated. Shots should always be bright with good levels of contrast. Always use good quality pictures with a nice colour balance. All photos used should be of high resolution (at least 1000 pixels wide). Grainy or lower quality photos should not be used even if the content itself is good.

Variety and inclusivity are important. We want everyone to be equally represented through our imagery. It is critical that the photos we use do not portray anyone negatively. A simple rule is to always ask yourself, “Would I be happy to be portrayed this way?”

We encourage photography:

- Shot in a variety of weather conditions, times of day and types of light to paint a fuller story. Honesty is key so photos don’t all need to be in beautiful blue skies.
- To explore details as much as the whole / bigger picture – i.e. wide-angle lens recording the complete spatial context and exploring details up close with intricate details that can include depth of field and soft focus.



HUMBER

PLACE BRAND TOOLKIT

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