

# FUTURE HUMBER



## 2025 SNAPSHOT

Our year of real progress powered by people, planet, place and partnerships.

## A thank you from our Managing Director, Diana Taylor.



As we reflect on 2025, I want to begin with a sincere thank you to our Bondholders, stakeholders and supporters across Humber. Your commitment, collaboration and belief in this region continue to shape what we are able to achieve together.

This year has been defined by momentum. Through strong partnerships, purposeful convening and a renewed clarity of focus, Future Humber has helped elevate the region's voice nationally while strengthening connections locally.

From championing Humber at major national forums to supporting collaboration around skills, clean growth and investment, the impact of our collective effort is being felt across the estuary and beyond.

At the heart of this progress are our Bondholders. Your investment goes far beyond access to connections, events and insight; it is a tangible commitment to Humber's people, its future workforce and the long-term prosperity of the region we all live and work in. Being part of Future Humber means being part of something bigger - a shared effort to strengthen our place and shape what comes next.

Looking ahead, the year to come presents a strong opportunity to build on this momentum. With continued focus on partnership, clarity and confidence, we are well placed to strengthen our regional proposition, unlock opportunity and ensure Humber continues to be recognised as a place of national and global significance.

Thank you for being part of this journey. Together, we are turning shared ambition into real impact, strengthening Humber's economy and its future.



**Uniting ambition. Strengthening Humber's voice. Shaping the region's economic future.**

Future Humber exists to champion that voice - bringing together more than 200 Bondholder organisations across Hull, East Yorkshire and Northern Lincolnshire. Many are among the region's largest employers and investors, united by a shared belief: that collaboration and a confident, unified identity strengthen Humber's position nationally and globally.

**Engaging 32 decision-making audiences across key growth sectors, positioning Humber on national and global stages - from London to Glasgow.**

# Humber Pavilion Hosts VIP Visit at Reset Connect London 2025



Future Humber hosted a high-profile VIP visit to the Humber Pavilion at Reset Connect London 2025, welcoming Kerry McCarthy MP, Parliamentary Under-Secretary of State for Climate, and Tracy Brabin, Mayor of West Yorkshire.

The visit showcased the strength of 15 Humber businesses united behind a shared regional vision - demonstrating how collaboration across industry can create a compelling, credible proposition for national decision-makers. Together, partners presented Humber's leadership in clean growth, innovation and future infrastructure, reinforcing the region's ambition, scale and readiness.

This collective presence elevated Humber's national profile and highlighted the power of partnership in telling a confident, place-led story that resonates with those shaping the UK's future.

**Strengthening the region's national profile in 2025 by placing Humber at the heart of key conversations shaping the UK's net zero, investment and infrastructure future.**

## Flying the Flag for Humber at Innovation Zero World

Humber's presence at Innovation Zero sent a clear signal of ambition, scale and readiness. Positioning the region as a confident, investable leader in the UK's net zero transition.

- 15 organisations united under one Humber presence
- Landmark Humber Pavilion at Olympia London
- Clear message: Humber is leading, not following

Showcasing Humber on national and international platforms strengthens its reputation, builds confidence and reinforces the importance of continued collaboration across industry, government and education.



IZC Video?

# BREAKING NEWS:

## Future Humber Wins Regional Team Impact Award

**Future Humber was named Regional Team of the Year after a high-impact period that raised the Humber's profile on national investment, sustainability and net zero stages.**

Across 12 weeks, the team delivered major activity at Innovation Zero, UKREiiF and Reset Connect

collectively reaching more than 30,000 industry professionals and showcased the region's strengths in clean growth, collaboration and place leadership.

Highlights included a prominent Humber Pavilion at Innovation Zero, support for a high-profile Humber Freeport session at UKREiiF with regional mayors Luke Campbell MBE and Dame Andrea Jenkyns and leading the Humber Pavilion at Reset Connect during London Climate Action Week, where senior political and industry figures engaged directly with the region's energy ambitions.

The award also recognised the cohesive identity and delivery led by the Future Humber marketing team, with strong partner feedback and growing national visibility for the region.



## Celebrating Emerging Talent Shaping Humber's Future

Humber's future will be shaped by the people who choose to build their careers here, bringing ambition, fresh ideas and leadership into businesses across the region.

At this year's Hull & East Yorkshire People in Business Awards, Future Humber was proud to sponsor the Rising Star category, celebrating emerging talent already making a meaningful impact. The award highlighted a growing truth about Humber: that success does not require leaving the region.

From small businesses to global employers, Humber offers real opportunities to grow, lead and thrive. Recognising this talent helps shift perceptions, build confidence and tell a stronger story about Humber's potential - both within the region and beyond.





# New Voices Shaping Humber's Future

In 2025, Future Humber created space for new voices and established leaders to shape Humber's story together, reinforcing collaboration, pride and confidence across the region.

## But First, Humber - Putting New Voices Front and Centre

Future Humber's Bondholders Breakfast opened Humber Business Week 2025 at the MKM Stadium. The sold-out event brought together business leaders, partners and stakeholders from across the region to celebrate Humber's identity, ambition and influence.

Through storytelling, guest speakers and interactive activity, the breakfast highlighted Humber firsts, emerging leaders and the people helping shape the region's future.



The event set the tone for Humber Business Week, reinforcing collaboration across sectors and strengthening pride, belief and confidence in place.



By convening leaders and new voices, we strengthened Humber's direction and confidence.



## Young Visionaries and Regional Leaders Unite

At The Business Day 2025, Future Humber, Humber Freeport and the Humber Energy Board brought together regional leaders and next-generation voices for a dynamic pan-Humber discussion.

Focused on apprenticeships, inclusive workplaces, entrepreneurship and clean growth, the session created space for challenge, insight and shared commitment.

The exchange became a defining moment of Humber Business Week, showcasing the power of partnership and the role of emerging voices in shaping Humber's future.

# Connecting Leaders to Hull's Maritime Future

Turning access into insight and insight into influence.

Through Future Humber's Industry Insight programme, Bondholders were given early, behind-the-scenes access to one of Hull's most significant place-shaping investments.

By stepping inside the £65 million Hull Maritime Project ahead of its public opening, Future Humber connected business leaders directly to the scale, ambition and opportunity of Hull's maritime transformation.

The visit strengthened understanding of how heritage, culture and regeneration are shaping Hull's future, while reinforcing the value of the Bondholder network as a trusted group with insight, access and influence.



“Thank you to Bondholders and Future Humber for promoting the Humber and for celebrating the people and work. The future of the Humber holds the key to the future of the UK.”

Diana Johnson MP DBE

## Uniting Leaders to Drive Humber Forward

In 2025, Future Humber brought senior leaders and Bondholders together to strengthen shared ambition, unlock insight and accelerate progress across Humber's most significant opportunities.

Future Humber brought senior business leaders together to strengthen alignment around Humber's role in green growth, infrastructure and long-term investment.

By convening partners across ports, energy, manufacturing and government, the event reinforced shared ambition and built confidence in Humber's direction and delivery.



# 20 Years of the Hull-Fengtai Partnership

Future Humber played a key role in a landmark dinner at The Deep celebrating 20 years of partnership between Hull and Beijing's Fengtai District. Civic, business and education leaders came together to reaffirm the relationship's global potential and shared ambition.

The event highlighted the power of international partnerships to drive investment, innovation and cultural exchange. Through film introduced by Dr Diana Taylor, Future Humber showcased the Humber's identity, clean growth ambitions and Freeport opportunity to an international audience.

Global  
partnerships,  
local  
impact.



## Promoting Humber Strengths Across Greater Lincolnshire

Future Humber supported the Great Exhibition of Lincolnshire at the Lincolnshire Showground, contributing to three stands that showcased the region's ambition and capability: The Power in Northern Lincolnshire, Humber Freeport and Made Great in Grimsby.

The event brought together leaders and innovators from across Greater Lincolnshire to share ideas, strengthen connections and highlight opportunities for growth, innovation and devolution. Place-based leadership and regional collaboration were championed throughout.



## Placing the Region at the Centre of the North's Skills Future

Future Humber partnered with National World, alongside The Yorkshire Post, to bring the North's first Green Skills Conference to Hull Guildhall in September.

The event positioned Hull and Humber at the heart of the North's green skills conversation, bringing together political leaders, business, academia and media to explore the workforce needed to power the future economy.

Through **three sector-focused stands**, Future Humber showcased the shared strengths of Humber and Greater Lincolnshire, **highlighting clean energy, freeport opportunity and local manufacturing capability.**



# HUMBER RECOGNISED ON THE GLOBAL STAGE

**Humber's place story gained international recognition in 2025, supported by a growing network of more than 250 ambassadors championing the region with confidence and pride.**

## INTERNATIONAL PLACE BRAND FINALIST

Humber was named a finalist for Place Brand of the Year at the international City Nation Place Awards 2025, placing the region alongside destinations from 28 countries in a record-breaking year for entries.



The shortlisting reflected a region defined by its people, pride and momentum. Humber's narrative, rooted in being real, remarkable, resourceful and revolutionary, demonstrated how a strong sense of place can shape perception, attract attention and build long-term confidence on a global stage.



## 250 VOICES ONE HUMBER STORY

2025 marked the official launch of the Humber Place Brand Ambassador Network, bringing together people from across the estuary who care deeply about how Humber is seen and understood.

The first ambassador meeting in Grimsby was a pivotal moment, turning a shared narrative into collective action. Since that launch, the network has grown to more than 250 ambassadors spanning business, education, culture and communities.



# HUMBER

## Where Belief in Humber Starts Early

**In 2025, Future Humber helped young people and business leaders take ownership of the Humber story. Through early engagement and shared learning, belief in place was turned into confidence, voice and advocacy.**

### YOUNG HUMBER AMBASSADORS TAKE THE LEAD

The Young Humber Ambassador Event brought over 120 pupils from schools across the region together at the University of Hull for a day focused on confidence, creativity and pride in place.

Young people were encouraged to explore what makes Humber special and to see themselves as part of its future.

The event created space for pupils to share ideas, ask questions and connect with the people and places shaping the region today.



### BUSINESS VOICES SHAPING HUMBER'S STORY

The Humber Place Brand Training Session in October brought businesses together for a collaborative session shaped by real insight and lived experience. Through focused discussion and interactive activities, participants helped test, refine and strengthen the Humber story.

By putting business voices at the centre of the process, the training ensured the Place Brand reflects the priorities, ambitions and confidence of those championing Humber every day.







## Future Humber: Uniting ambition, strengthening identity, shaping the region's economic future.

**Humber is entering a pivotal phase. With devolution reshaping regional leadership and economic priorities evolving, the region needs a strong, coordinated and influential voice.**

Future Humber exists to champion that voice on behalf of the organisations driving the area's prosperity. As the place promotion partner for the region, Future Humber brings together more than two hundred Bondholder organisations across Hull and East Yorkshire and Northern Lincolnshire.

Many are among the region's largest employers and investors. These leaders understand the importance of collective ambition and recognise that a confident, unified identity strengthens Humber's position on the national stage.

Future Humber works closely with strategic partners including Humber Freeport, Humber Energy Board and local authorities on both banks. By aligning senior decision makers across business, education and the public sector, Future Humber shapes a clear regional narrative built on strength, direction and ambition.

This coordinated approach supports investment, informs policy thinking and reinforces Humber's role as a major driver of economic growth.

Our focus is purposeful and strategic:

- Champion Humber's story nationally and internationally
- Support partners shaping the region's economic future
- Embed and amplify the Humber Place Values
- Act as the region's connector, convener and trusted voice

Future Humber exists to put the region first. By bringing leaders together and amplifying what makes Humber strong, we help position the region as a remarkable, resourceful and forward-looking economic powerhouse.



Future Humber's new Chair, Andrew Dawes.

**Be part of the leadership network strengthening Humber's voice.**

