



**Become a
Bondholder**

The Bondholder Network

Future Humber is the engine room for collective action. By bringing together private and public sector voices, from SMEs to global corporates, we drive local growth, showcase investment opportunities, and accelerate a shared vision for the Humber.

If your business becomes a Bondholder, you will have the opportunity to:



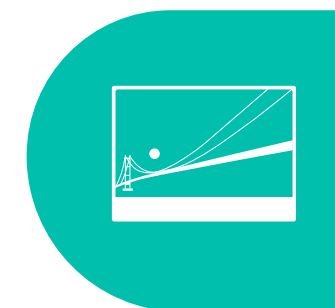
Be part of the most influential and dynamic business network in the region and receive invites to exclusive events



Be a Bondholder Ambassador by shaping a unified Humber place narrative, showcasing the region on a global platform



Raise your company profile by letting us shout out about your success stories and opportunities



Access materials and resources that will enhance your business performance

Joining the Future Humber Bondholder Scheme as a Principal, Major, or Business Partner unlocks opportunities across the region and beyond.

Future Humber is a dynamic and influential business network focused on People, Place, Partnerships, and Planet. As the engine room for collective action, we unite private and public sector businesses to drive growth, showcase investment opportunities, and accelerate an ambitious vision for the Humber.

As a member, you will join the Humber's most dynamic and influential businesses, all committed to strengthening the region's profile. Together, we raise ambition, attract sustainable economic growth, and position the Humber as a remarkable powerhouse for the UK, building a prosperous and sustainable future for generations to come and help to shape the long-term future of the region.

The time to join us is now

The Humber has a powerful story to tell as a global example of a 'place' that is redefining what it means to be an industrial powerhouse—resourceful, reliable, radical and working together for change.

The Humber is a compelling strategic region, home to the busiest UK ports complex and with ground-breaking Freeport status. Known internationally as the UK's Energy Estuary, the Humber is an easily accessible gateway to Europe and the global market. The Humber region has a keen business focus for innovative, world-leading developments in renewable energy, ports and logistics clean growth, advanced manufacturing, digital, healthcare, food and agriculture, culture and creative.

At Future Humber, we work collaboratively to prioritise people, place, partnerships, and planet with the mission to push boundaries, set new standards and influence with a can-do attitude so that opportunities for investment and growth are accelerated through our holistic Humber narrative. We have a fabulous and immediate window of opportunity to make a dynamic difference to this region's renewed identity and prolonged economic success by bringing together powerful, collaborative voices to tell a cohesive story of immense potential for the UK and beyond.

Be part of a dynamic Bondholder business network, embrace togetherness and collectivism, celebrate achievements and engage in the shaping of the Humber.

£61.5bn

**investment in
the Humber
since 2014**



In good company





Make Connections

Bondholders connect to inspire progressive change that creates real and positive impact in our region, successfully empowering people and businesses in the Humber to thrive in a Net Zero world.

- Invitations to our events - essential for gaining knowledge about the regional climate and packed full of opportunities to meet like-minded individuals. Business leaders, politicians and industry experts are among our speakers; ambitious, high-growth decision makers and business owners join our audiences. Bondholder events offer different business backdrops with an exciting programme of activity
- Shape the future by showcasing the region via national and global campaigns, at Westminster and at global conferences and exhibitions
- Bondholder to Bondholder introductions and collaborations
- Become affiliate partners with other UK organisations
- Online directory and forum encouraging cross-network procurement and business facilitation – with additional details only available to Bondholders. This will enable you to connect with other business leaders, share opportunities, seek advice or find a new supplier. This is the perfect portal to also promote your jobs, events or offers.
- Access to our Talent+ programme, which aims to strengthen and grow the Humber workforce. The programme engages and empowers individuals, encourages connections and develops knowledge and skills through a series of personal and professional development events and campaigns.

Be part of a network that is over 30 years old and the first Bondholder scheme in the UK

Redefining how the world sees the Humber

Humber Place Brand

Embark on a transformative journey with us as we redefine the Humber, a place bursting with renewed confidence and ambition.

A new place narrative that mirrors the vibrancy and potential of our evolving identity has been developed activating the Humber's identity and positively influencing reputation and profile. The Humber is not just a location; it is a canvas upon which life experiences are painted, lasting connections are cherished, and opportunities for investment and growth abound. It is a place to call home, and together, we are architects of its ongoing narrative.

In the development of this place branding, Future Humber chose to follow a path to be as inclusive as possible - we wanted to let our people, our communities, our businesses shape this place brand ensuring it is authentic and embraced. Therefore, a robust consultation and

engagement phase involving >1,200 people before its launch, both internal and external to the region was used. The process and output was overseen by a strong pan-Humber Place Steering Group that challenged, critiqued and finally endorsed the new Humber Place Brand Values.

As a Bondholder, you are at the heart of our regional narrative, an ambassador for change, and a driving force in creating a purposeful place with unwavering determination. Together, we can dare to do things differently, focusing on stretching, yet achievable goals to build pride in our place.

Now is the time for us to act as place leaders. It is in our hands to showcase the Humber region's true potential. Join us, in shaping the future of the Humber together for decades to come.



“

Success comes from partnerships and collaboration and Future Humber has this in abundance through its Bondholder network and stakeholder relationships. We were incredibly thrilled to work with them on developing a future Humber place narrative.”

REVOLUTIONARY

– embracing the spirit of the estuary - bold, dynamic, and ever-evolving. Pioneering / Trailblazing / Visionary / Innovating / Change-makers

RESOURCEFUL

– redefining what it means to be an industrial powerhouse - resourceful, reliable, radical and working together for change. Adaptability / Solutions / Transformation / Skilful / Forward-looking

REAL

– self-starting and standing as a beacon of industrial modernity - leading with a community-focused, creative and can-do attitude. Unusual / Striking / Connected / Confident / Powerhouse

REMARKABLE

– unapologetic industrialists and no-nonsense environmentalists - responsible, sincere, and vital. Authenticity / Integrity / Transparency / No-nonsense / Determined

WHAT WAS THE AIM FOR THE PLACE BRAND?

- To 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.

WHY DID WE DO THIS?

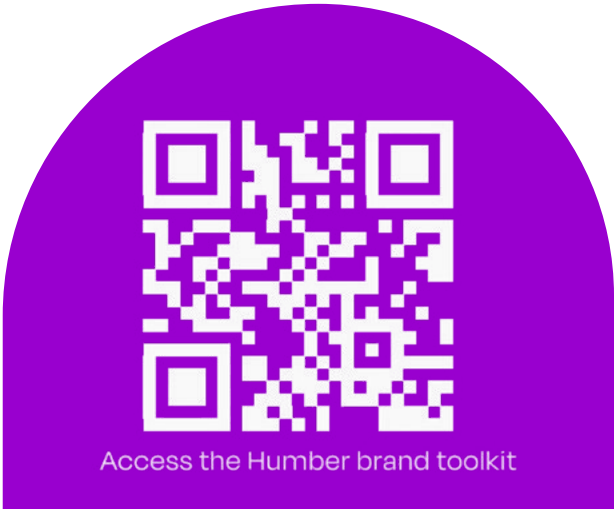
- To influence and enhance lived experience and to guide and elevate perceptions.

HOW WILL IT MAKE A DIFFERENCE?

- This will foster cohesive 'on brand' behaviour, guide decisions that reflect the essence of the place, and deliver a consistent and unified message to all audiences.

WHO OWNS THE PLACE BRAND?

- We all own the Humber place brand, and it is down to us to write our own story.



Access the Humber brand toolkit



Raise Your Profile

We widely publicise our Bondholders' news, events, campaigns and job vacancies to celebrate successes, promote opportunities and help their businesses to grow.

- Your business profiled on our website
- Your good news stories, events, campaigns, jobs and contract opportunities promoted online
- Inclusion in the 'The Humber Spotlight', our fortnightly e-news
- Opportunities for sponsorship and partnership
- Close relationships with regional media partners and national publications, providing a range of PR opportunities
- Opportunities to be involved in our annual programme of podcasts, discussing national and global challenges

Access Resources

Future Humber works with partners and stakeholders to ensure a united business voice.

Our materials and resources will support your business by enhancing knowledge of the region, helping attract and grow talent, provide a platform for your own promotion and strengthening your marketing initiatives.

- Sector maps demonstrating our standing as a beacon of industrial modernity on a global scale and communicating the wealth of opportunities here in the Humber
- Library of recruitment and relocation guides used to promote living and working in Hull, East Yorkshire and Northern Lincolnshire
- Extensive portfolio of professional regional photography, infographics and a collection of films and case studies



6.5k+
e-news
subscribers



17k
social
media
followers



123k
annual
website
sessions

The power of the network



£46.5bn
Bondholder
company
turnover

200+
Bondholder
ambassador
companies



62,000+
Bondholder employees

900k
online
reach



What our members say



“Future Humber has delivered impactful and insightful launch events for Humber Business Week since its inception. Bondholder events never fail to educate, inspire, and motivate.”

Pat Coyle, Director of Marketing & Client Relations, Rollits LLP & Chair, Humber Business Week

“We are thrilled to be a Principal Partner. The Principal and Major Partner events are filled with insightful, honest conversation and debates. A great opportunity with a group of likeminded key decision makers and business leaders in the same room who can move discussions forward. There is nothing else like it in the Humber region.”

Tim Shaw, Chief Executive, KCOM



“The Bondholders network plays a critical role in uniting the region's champions through partnership and collaboration in order to strengthen key messages and amplify their reach. Fred is proud to have been a part of the network since it began.”

Emma Pearson-Kendall, Managing Director, Fred



“As the leader of a creative organisation, Bondholders has been invaluable in furthering our understanding of, and enabling, stronger connection to the wealth of the wider Humber industries. As a result, we've built new cross-sector, pan Humber relationships and developed new ways of working, with those who share a passion for our region and everything it has to offer.”

Charlotte Bowen, Founder and Creative Director, The Culture House



“Future Humber has a vital role to coordinate and magnify the Humber as one voice. It crucially focuses on telling the Humber's compelling story as a place of investment, innovation and opportunity to key target audiences. It is refreshing to see an organisation playing such a strategic role.”

Bruce Charlesworth, Group Chief Medical Officer and Hull Campus Lead, Reckitt



“We believe that Humber businesses can work better together with one vision. Future Humber ensures our region's world-leading opportunities and developments are showcased nationally and around the world.”

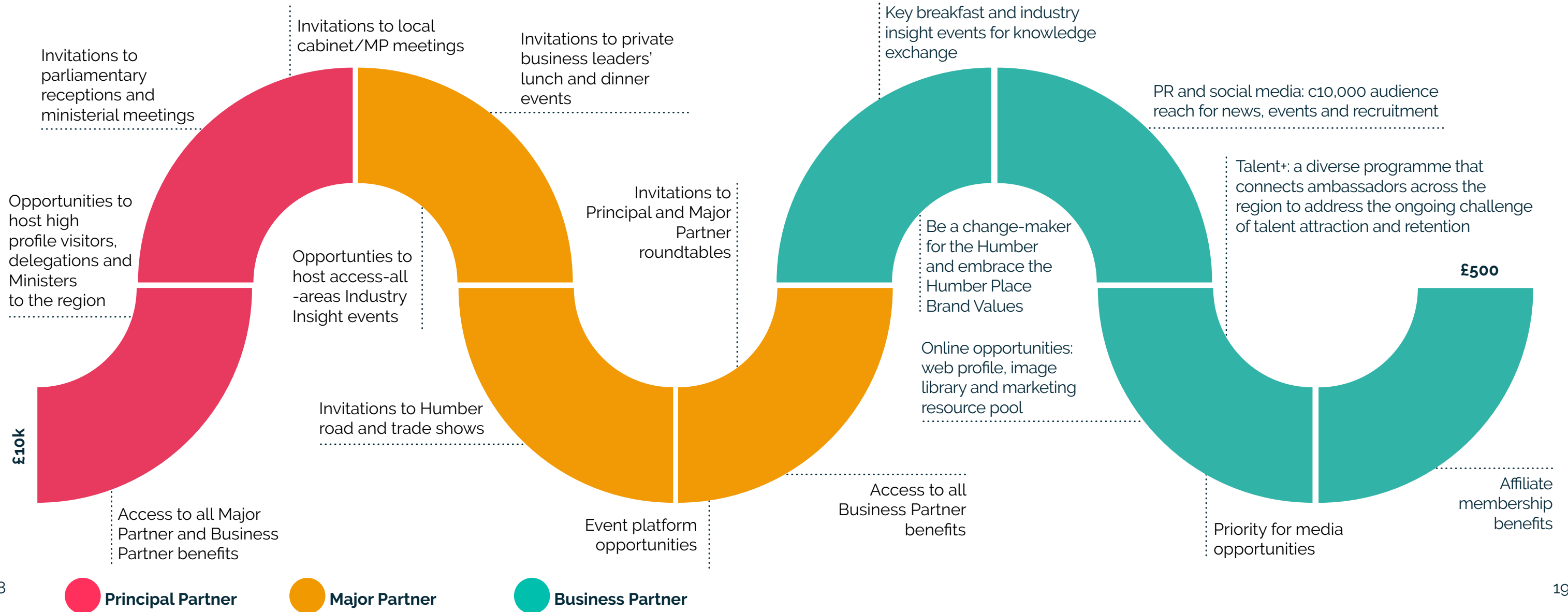
Jade Fernandez, Head of Stakeholder Engagement, SSE Thermal



Join us, and add your voice



To become a Bondholder partner, please contact:
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