

MORE than moments.

HEY CULTURE CAMPAIGN

Stakeholder Media Pack

Turning Culture Into Evidence, Identity and Investment



HEY CREATIVE

Advancing our cultural landscape



What's in this pack

Everything you need to understand and share the campaign across your channels.

01

About the campaign

Why it exists and why your involvement matters

02

Campaign assets & graphics

The 7 stat graphics and community frames ready to share

03

Key statistics

All data from the Culture in Hull & East Yorkshire report

04

Presentation slides

Drop into your own company presentations

05

Social media posts

LinkedIn, Instagram and Facebook - tailored by audience

06

How to get involved

Phase 1 splash, summer campaign and key dates

Why this campaign exists

Hull and East Yorkshire has a rich, vibrant cultural life - but its true value has not always been seen, understood or invested in at the level it deserves.

The Culture in Hull and East Yorkshire report changes that. For the first time, it puts hard evidence behind what communities already know: culture here is not a luxury. It is economic, social and essential to place.

The evidence exists

The report proves the value of culture in hard numbers.

It needs to be seen

The data must reach decision-makers, funders and communities.

Funding depends on it

Evidence + visibility = stronger case for cultural investment.

Why your involvement matters

This campaign only works if the whole region moves together. The statistics are powerful - but they become unstoppable when businesses, organisations and individuals amplify them through their own networks.

You extend the reach

Your networks include people the campaign cannot reach on its own - the more voices, the wider the impact.

You make it credible

When business leaders and community organisations share this data, it carries weight with funders and decision-makers.

You shape the story

The summer phase is built around real people sharing real moments. Your culture story is part of the region's story.

You help secure investment

Evidence + visibility = stronger funding case. Every share contributes to that outcome.

Campaign phases and dates

PRE-LAUNCH

W/C 11 May

Media pack and graphics sent to all stakeholders one week before launch — giving you time to schedule content across your own channels.

PHASE 1

THE BIG SPLASH

W/C 19 May — 5 June

Share the 7 campaign graphics across your social channels. Launch at UKREiiF (w/c 19 May) and Humber Business Week Business Day (5 June). Press release issued. All assets live at heycreative.co.uk and futurehumber.com.

PHASE 2

SUMMER

W/C 9 June - Oct

Share your own outdoor cultural moments using the Canva framing templates. Tag #HEYCultureOurPlace. Ask your audience: "What does culture mean to you?"

WRAP-UP

19 October

Impact findings presented at the Humber Place Forum. Engagement data, reach and community contributions shared.

The 7 campaign graphics — ready to share

These stat-led graphics go live w/c 19 May. Share across your social channels during the Big Splash phase.



HEY CREATIVE
Advancing our cultural industries

Culture Brings
£101.2 million
into our
regional economy
every year

#HEYCultureOurPlace



Year on Year
culture creates
£1.14 billion
of social value
for people
and
communities.

HEY CREATIVE
Advancing our cultural industries

#HEYCultureOurPlace



12,954
volunteers keep
culture alive in
Hull & East Yorkshire

#HEYCultureOurPlace

HEY CREATIVE
Advancing our cultural industries



HEY CREATIVE
Advancing our cultural industries

Every
£1 invested
in culture creates
up to £25
of social
value
for our
communities

#HEYCultureOurPlace



HEY CREATIVE
Advancing our cultural industries

250+
venues
across
Hull & East Yorkshire.

Culture brings people together.

#HEYCultureOurPlace



HEY CREATIVE
Advancing our cultural industries

365 businesses
sustained.
By **Culture.**

#HEYCultureOurPlace



HEY CREATIVE
Advancing our cultural industries

2,100+ people
Employed.
Because of
Culture.

#HEYCultureOurPlace



HEY CREATIVE
Advancing our cultural industries

25% less
Arts Council
funding
per person
than the national
average

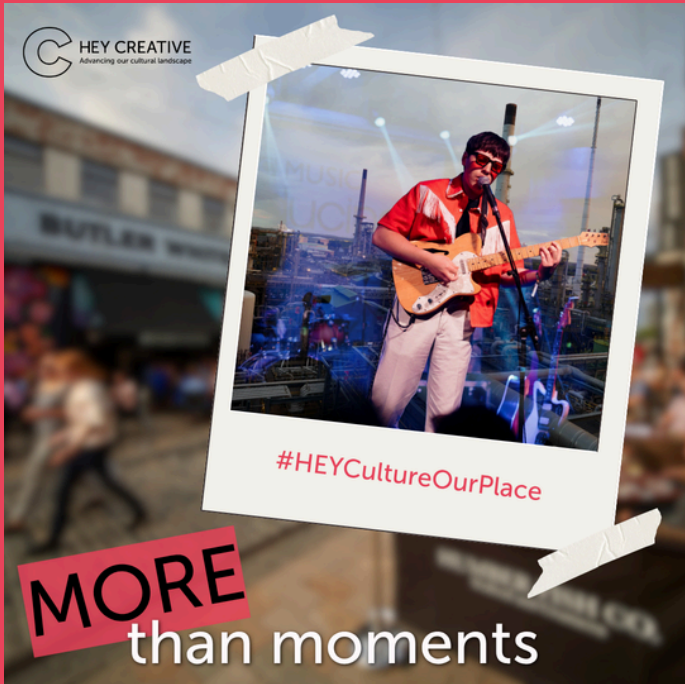
#HEYCultureOurPlace

Download at heycreative.co.uk and futurehumber.com from w/c 19 May

HEY Creative Culture Campaign · #HEYCultureOurPlace · Created by Future Humber

Community framing templates

From w/c 9 June - drop in your own culture image and share. Canva templates give everyone a way to participate.



Canva templates at heycreative.co.uk and futurehumber.com from w/c 9 June

What to post and when

Your full caption pack is included in this media pack — one caption per graphic, tailored for LinkedIn, Instagram and Facebook. Everything is ready to copy and post.

PHASE 1 — BIG SPLASH

W/C 19 May - Friday 5 June

Share each of the 7 stat graphics across your channels during the two-week launch window. Use the ready-made captions from the caption pack, or edit to make your own - one per graphic for each platform. Tag #HEYCultureOurPlace on every post.

PHASE 2 — SUMMER CAMPAIGN

W/C 9 June - October

Use the community framing template - download from heycreative.co.uk or futurehumber.com, drop in your own outdoor cultural moment and post with #HEYCultureOurPlace. The universal caption is in your caption pack, or feel free to share your open and honest real self.

Three platforms. One story. Told differently.

LinkedIn

Audience

Decision-makers, civic and business leaders, investors

Tone

Evidence-led and considered. Let the statistics tell the story. Build a case with each post.

Posting tip

Lead with the number. Follow with what it means. Close with the campaign hashtag.

Instagram

Audience

Communities, young people, cultural audiences

Tone

Short, punchy and energetic. Speak directly. Use short lines. Ask people to respond.

Posting tip

Break lines up. Use the graphic as your hook. End with a question or a call to action.

Facebook

Audience

Local communities, families, community groups

Tone

Warm and conversational. Build connection. Always end with a reason to share.

Posting tip

Open with a human hook. Keep it personal. Ask people to share it with someone.

Slides you can use in your own presentations

The following three slides are designed to be lifted directly into your company, board or stakeholder presentations.

Slide A

Culture Makes Place

One-slide campaign introduction for any audience

Copy into your deck →

Slide B

The case for culture

All 7 statistics on a single clean slide

Copy into your deck →

Slide C

Making Data Visible

Individual graphic slides for any audience

Copy into your deck →

Culture Makes Place.

Hull and East Yorkshire has a cultural life that supports jobs, creates social value and defines who we are as a region.

£101.2m

into our economy
every year

£1.14bn

social value
created annually

**£1 creates
£25**

social return on
investment

2,100+

jobs supported
by culture

Source: 'Impact of Culture in Hull & East Yorkshire Report, 2025' · #HEYCultureOurPlace

HEY Creative Culture Campaign · #HEYCultureOurPlace · Created by Future Humber



HEY CREATIVE
Advancing our cultural landscape

The Impact of Culture in Hull and East Yorkshire

At a glance

£101.2 million

brought into the regional economy every year

£1.14 billion

of social value created for people and communities each year

12,954 volunteers

support cultural activity each year in Hull & East Yorkshire

£1 creates £25

every £1 invested in culture creates up to £25 of social value

2,100+ jobs

created directly because of culture

365 businesses

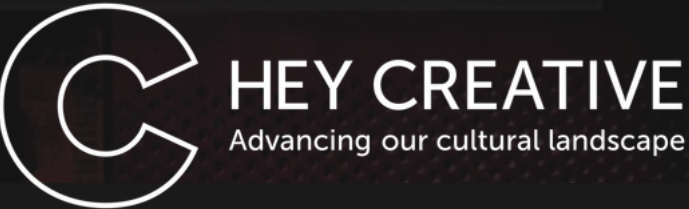
sustained for culture across the region

250+ venues

bringing people together across Hull & East Yorkshire

Source: *Impact of Culture in Hull & East Yorkshire Report, 2025* · #HEYCultureOurPlace

HEY Creative Culture Campaign · #HEYCultureOurPlace · Created by Future Humber



Making Data Visible

Here is 8 presentation slides you can use in your presentations for every type of audience - Download now!



**Culture Brings
£101.2 million
into our
regional economy
every year**

HEY CREATIVE
Advancing our cultural landscape

#HEYCultureOurPlace



**25% less
Arts Council
funding
per person
than the national
average**

HEY CREATIVE
Advancing our cultural landscape

#HEYCultureOurPlace

Your role in the campaign

PHASE 1 — THE BIG SPLASH · W/C 19 MAY - 5 JUNE

Share the 7 stat graphics

Post each of the 7 campaign graphics across your LinkedIn, Instagram and Facebook channels during the two-week Big Splash window. Use the suggested captions in this pack and tag #HEYCultureOurPlace on every post.

PHASE 2 — SUMMER CAMPAIGN · W/C 9 JUNE - OCTOBER

Share your culture moment using the Canva framing template

Download the Canva frame from heycreative.co.uk or futurehumber.com. Drop in a photo of your favourite outdoor cultural moment - a festival, a street event, a place that means something to you. Post it and tag #HEYCultureOurPlace.



Campaign concludes 19 October at the Humber Place Forum - impact findings and reach presented to the region.

We're part of the HEY Culture Campaign.

Join us. Share the campaign. Use [#HEYCultureOurPlace](#).

1

Share the 7 campaign graphics

During the Big Splash — w/c 19 May to 5 June

2

Share your culture moment

Summer phase — use the Canva frame and tag [#HEYCultureOurPlace](#)

3

Tell your audience about the report

Use the stats slides to make the case for culture

4

Come to the Place Forum

Impact findings - Monday 19 October



heycreative.co.uk · futurehumber.com · [#HEYCultureOurPlace](#)

HEY Creative Culture Campaign · [#HEYCultureOurPlace](#) · Created by Future Humber

Culture Makes Place.

Questions? Get in touch with HEY Creative or Future Humber.

Campaign assets live from w/c 19 May at heycreative.co.uk and futurehumber.com

Canva templates available from w/c 9 June at the same addresses.

#HEYCultureOurPlace

Created by Future Humber · Aligned to the Humber Place Brand Narrative

