

HUMBER PLACE FORUM 2026 · MEMBER REPORT

From insight to impact.

What the Humber Place Forum heard about attracting talent, making investment work for local communities and sharing the stories that make Humber distinctive.

c.200
attendees and sign-ups

326
ideas and answers shared

3
breakout sessions

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Future Humber

Four values that make Humber

Humber's place brand is built on four values. Use them to bring the Humber story into your own work, and find opportunities to work together.

01

Real.

Authentic in character.
United in purpose.

02

Remarkable.

Extraordinary stories.
Everyday ambition.

03

Revolutionary.

Bold ideas.
Real change.

04

Resourceful.

Finding a way.
Creating opportunity.

Find the full brand, imagery and story at futurehumber.com/about

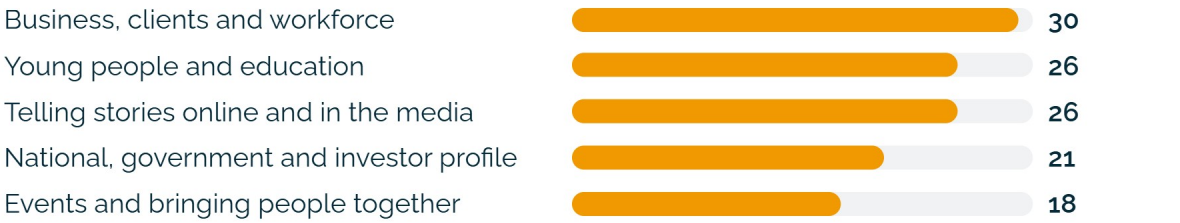
LIVE AUDIENCE POLL

The evidence

The influence is already there, across business, education and our communities. What unlocks more of it is helping members use the Humber story in their own work and find opportunities to work together.

1 Where do you have the greatest influence?

107 people



So what: our influence already reaches every sector. The opportunity is to point it in the same direction.

2 What would help you make more of it?

88 people



So what: partners want a shared vision and shared tools, so every voice tells the same Humber story.

3 What could you do differently?

73 people



So what: people are ready to lead with "Humber", adding the bigger story to their local one.

Bars show how many answers mentioned each theme. Themes are grouped from open answers; one answer can sit in more than one.



BREAKOUT 01

Choosing Place

How do we help more people choose Humber, and stay?

WHAT WE HEARD	THE IMPACT FOR HUMBER
Opportunity brings people; lifestyle keeps them Jobs draw people in. The coast, culture and community make them stay.	Sell the whole package, not just the job, to attract and keep talent.
Perception is the barrier People who visit are surprised. Most outsiders never have.	Reach people before they job hunt, so more choose Humber first.
Show young people their options earlier Start from Key Stage 3, with role models close in age.	Local role models build aspiration and keep home-grown talent here.
Careers no longer run in a straight line Career changers and those who left need a clear way back in.	Clear routes for changers and returners bring skills back to the region.

STRATEGIC PRIORITY

Make Humber the first choice for talent, by showing the opportunity before people decide where to build their lives.



BREAKOUT 02 · SPONSORED BY PAGABO

Investing in Place

How do we turn investment into lasting prosperity?

WHAT WE HEARD	THE IMPACT FOR HUMBER
Investment, jobs and place go together Investors need certainty; people need good places to live and work.	A long-term place plan gives investors certainty and communities confidence.
Keep the spend local Major projects should benefit local supply chains and SMEs.	More of the value of big investment stays in the region.
Consistency builds clusters Twenty years of offshore wind grew a local supply chain.	Proven supply chains strengthen the case for carbon capture and hydrogen.
Lead with people, in every place Billions don't always land. People's stories, from every town, do.	Investment feels real and shared on both banks, building confidence.

STRATEGIC PRIORITY

Turn investment into shared prosperity: kept local, and told through the people it benefits.



BREAKOUT 03

Experiencing Place

How culture, heritage and sport build pride in place.

WHAT WE HEARD	THE IMPACT FOR HUMBER
Every place is on its own journey Hull led with City of Culture; Grimsby and Scunthorpe are building.	Sharing what works speeds up progress across the whole region.
Culture in its broadest sense Sport, industry, food, heritage and community life all count.	More people see themselves in the story, widening pride and taking part.
Local stories travel From our maritime heritage to Hull Truck's plays on the London stage.	Our culture becomes a national calling card for Humber.
Go big, and talk with feeling Bold, emotional words beat corporate language, and artists need space.	A confident, shared voice changes how Humber is seen from outside.

STRATEGIC PRIORITY

Culture is how people feel Humber. Tell our stories together, under one bold Humber story, at home and nationally.

FROM INSIGHT TO IMPACT

The impact agenda

Five priorities came through every conversation. Together they set out how we turn local pride into regional impact, helping members use the Humber story in their own work and find opportunities to work together.

	PRIORITY	THE IMPACT WE WANT TO SEE
1	**One Humber story** A clear, shared brand every partner can use, on both banks.	Partners speak with one voice, and Humber is recognised nationally.
2	**People-led stories** Real people make the case for place and investment.	Our stories reach further and change how Humber is seen.
3	**Every place counts** Every city, town and village is part of the Humber story.	Pride and opportunity are felt across the whole region.
4	**Talent starts young** Show young people the opportunity and role models on their doorstep.	More young people choose to build their future here.
5	**Stronger together** Shared tools, shared good news and joined-up working.	Partners pull in the same direction, so every effort goes further.

Local pride, laddered up to regional impact. Let's tell Humber's story, together.

OVER TO YOU

What you can do now

Three things you can do straight away to use the Humber story in your own work and find opportunities to work together.

1

Use the Humber story in your next recruitment campaign or pitch

Start with the Humber story and brand values on our website: futurehumber.com/about

2

Share a specific example with Future Humber

A person, project or moment that shows what Humber is about. Send it to **leahann.barnes@futurehumber.com**

3

Make one introduction

Connect a school, employer, supplier or cultural organisation with someone who can help them.

WHAT HAPPENS NEXT

We'll be in touch.

Over the next couple of months, we'll be in contact with members about taking this forward together.

Thank you.

To everyone who joined us, and to our sponsors: Associated British Ports, Sparq, Pagabo and The Yorkshire Candle Company.

Explore the Humber story: futurehumber.com/about