



Attracting Investment

Focus	Audiences	Key Messages	Activities / Comms channels	
Promoting the Humber digital offer to potential investors and relocators	Start ups	The Humber is a great place to start a tech company.	Source appropriate case studies (2 or 3 for each area), supporting facts and possibly data for an investment proposition. (See initial suggestions below).	Tech accelerators
	Potential investors in Humber companies	The Humber is home to a cluster of young and innovative companies with high growth potential.		Tech North, Intermediaries, (accountants, bankers), UKTI Trade Team
	Established medium and large enterprises looking to relocate whole operation or departments.	The Humber offers a low cost base and readily available talent pipeline.		UKTI Investment Services Team, Tech North,
	Companies looking to relocate to the Humber due to opportunities linked to ports, logistics, and offshore wind.	Developments within the ports, logistics and offshore wind sectors create opportunities for tech companies to work with local industry clusters to develop innovative products and solutions.		Humber Port, Humber Renewables, Green Port Hull, Team Humber Marine Alliance, University of Hull Logistics Institute
Focus	Need	Aim	Activities	
Supporting potential investors and relocators to do business in the Humber region	Inward investment support	Provide and support to investors and relocators who are looking to set-up or relocate into the region.	Redirect to Local authority inward investment teams (accommodation, grants, etc) Introductions to digital networks and co-working spaces (Hull Digital, C4Di, Platform, The 404, CAVCA Ventures, etc)	
	Business / Digital networking events	Assist investors and relocates to network with the regions digital businesses	Align with and cross promote activities of other business groups including: (National: TechNorth, UKTI) (Local: FEO, Bondholders, FSB, Chamber of Commerce, HUBS)	
	Digital Tech Investment events	Prompt appropriate investor forums within the region to potential outsider investors		

Focus	Need	Aim	Activities
Supporting tech companies to set up and scale up in the Humber.	Talent	Getting skilled people into startups/scaleups so the business can scale	Startup internships Graduate Software company support Freelance community meet-ups National Tech Press Job Profiles Digital Business Academy Code Club Hardware Meetups Mentoring
	Access to Finance	Providing the right money, from the right people, at the right time... to help businesses scale	Seed Investment Fund Investor Meetups Northern Stars Pitch training Startup & Investor Readiness education Professional Services education Pan-Northern Co-Investment Fund
	Support Networks	Providing the environment, resources and infrastructure to help businesses scale...	Growing incubator & coworking membership Corporate Engagement & Supply Chain Access Professional Services Office Hours TechNorth Office Hours Mentoring programmes Startup support packages Startups sponsor packages
	Identify key startups that have potential to grow and create jobs		Northern Stars Future Fifty C4DI Accelerator
Promoting the Humber as a great location to start a tech business	Regional Awareness	Create awareness and promote opportunities to local population	Schools visits University visits Local press stories
	National Awareness	Promote our key and unique assets and advantages to those looking to relocate	TechCity & TechNorth Visits TechNorth & TechCity Blog Posts C4DI Launch Digital Awards (National Press) TechCity Cluster Alliance Meetings TechCity News Profiling
	Showcase	Demonstrate unique assets	KC's Lighthouse Tours C4DI Tour (Private Sector Confidence in both)



Humber

Digital Technology

Developing Skills

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Professor Ken Hawick k.a.hawick@hull.ac.uk;

Margaret Clarke <margarethicksclarke@gmail.com>

Focus	Need	Aim	Activities
Supporting skills development in the Humber.	Talent	Encouraging school, college and university students to focus on computing and staying in the region; Offering CPD options to develop talent.	Code Clubs University schools liaison activities [Student ambassadors; Communicating Computing; Talks] University open days; Professional Development (Postgraduate MSc degrees); Industrial Experience in all university degrees (UG >) Careers fairs Bridging the Gap website
	Access to Finance	Funding for training development	Highlighting options such as Career Development loans and university support (UG and PG scholarships and loans); University Intern programme to develop and encourage local R&D;
	Support Networks	Providing the environment, resources and infrastructure to help businesses scale...	British Computer Society Networking Events (University e.g. HPC) Computing at School network (Hub)
Promoting the Humber as a place to develop skills	Identify key developments to support skills	Improve access to relevant training; Ensuring courses meet the needs of business	Highlight the new UTC (University Technical Colleges) Signposting of formal and informal training opportunities (university and college courses, online and regional support) Work with employers to ensure school and college leavers, and graduates have the appropriate skillset.
	Regional Awareness	Create awareness and promote opportunities to local population	University visits Local press stories Bridging the Gap website
	National Awareness	Promote our key and unique assets and advantages to those looking to relocate	University Open Days (including Postgraduate) Digital Awards (National Press) TechCity/TechNorth events and publications
	Showcase	Demonstrate unique assets and opportunities	University open days and workshops UTC opportunities KC's Lighthouse Tours C4DI Tour

Focus	Need	Aim	Activities
Innovation Process	Strategy & Culture	<ul style="list-style-type: none"> Develop strategy to define innovation goals Strategy acts compass to guide innovation activity Defines vision for company Ensure culture is right to deliver innovation strategy Create and embed innovation culture & behaviour 	<ul style="list-style-type: none"> Connect with coaches to help companies develop strategy Identify coaches from region Growth Hub directory of coaches
	Stimulus and Insight	<ul style="list-style-type: none"> Good innovation should be based on valid stimulus and insight Develop productive and relevant sources of S&I Create awareness of technical stimulus and consumer/market insight 	<ul style="list-style-type: none"> Train how to develop S&I Business Intelligence tools for S&I Identify coaches from region Growth Hub directory of coaches
	Tools	<ul style="list-style-type: none"> Equip with tools for effective innovation Provide resources without need to engage with costly agencies 	<ul style="list-style-type: none"> Create innovation toolkit with training / advice on how to use Growth Hub link to tools and coaches
	Contacts and Network	<ul style="list-style-type: none"> Connect innovators in region to inspire and drive growth Connect innovators in region to relevant experts in region 	<ul style="list-style-type: none"> Growth Hub directory of contacts
	Enablers	Support / Advice	<ul style="list-style-type: none"> Converting an idea into a commercial opportunity can be a unfamiliar journey – connect to people who can help
Funding		<ul style="list-style-type: none"> Access to investment and funds is key blocker to new start ups and may be difficult to access 	<ul style="list-style-type: none"> Class on successful crowdfunding (e.g. N-fire) List or directory of funding possibility in region and beyond

Directory on Growth Hub

HEAVY OVERLAP BETWEEN INNOVATION AND START-UP GROUP

Communic'ns	What's possible projects	Publicise digital innovation possibilities to inspire creativity in community by showing what's possible E.g. Digital Store	Activate and publicise Digital Store Ideate for other show piece innovations for digital in region Slack / Trello groups to share and inspire ideas
	Showcase success stories	Encourage and inspire innovation	Communicate successful digital businesses to community Slack / Trello groups to share and inspire ideas
	Connecting with innovators	Develop a sense of innovation community in region to grow ideas together Innovation is about making connections	Slack group administrated by LEP to share what digital innovation is going on in the region for groups to connect and inspire