

## Humber LEP Communications Report March 2021

Since January the LEP's Communications have been focused on preparing for the transition to the new Hull and East Yorkshire LEP, while also keeping the Humber's businesses up to date with the latest developments.

Part of this was promoting our HEY LEP Board Recruitment campaign, which was widely shared on social media and had a wide reach in print, broadcast and online.

Behind the scenes, we've been working on a rebrand for the HEY LEP, commissioning new materials, logos and a new website.

One of our other main focuses was the promotion of the Humber Freeport bid submission. We released a joint release welcoming the bid with GLLEP, published a column supporting the bid in the Yorkshire Post, and sent out a comment welcoming the success of the bid, all of which were well received.

We continued to promote our Brexit and Covid-19 business support, announcing the Growth Hub's Brexit business advice service. We also welcomed the Government's E10 fuel announcement, including the re-opening of Vivergo Fuels, which was also well picked up in the media.

Finally, we promoted our contribution to the Government's green jobs enquiry as part of the Parliamentary Environmental Audit Committee, which was picked up in several regional news outlets.

The focus of our comms in the coming months will be the launch of the new Hull and East Yorkshire LEP, welcoming our new Board, continuing to promote cross-Humber opportunities and our continued business support schemes.

### Recent items of interest:

New LEP chair welcomes Humber freeport bid as he aims for a boardroom to reflect entire economy: <https://www.business-live.co.uk/economic-development/new-lep-chair-welcomes-humber-19852839>

New Hull and East Yorkshire Local Enterprise Partnership invites founder board member applications: <https://www.business-live.co.uk/economic-development/new-hull-east-yorkshire-local-19829590>

Successful Humber Freeport Bid Hailed: <https://www.insidermedia.com/news/yorkshire/successful-humber-freeport-bid-hailed>

Freeport for the Humber and more quayside investment for offshore wind too: <https://www.business-live.co.uk/ports-logistics/budget-2021-freeport-humber-more-19956188>

Making the Humber a freeport will boost regional jobs and the UK economy as a whole - Stephen Parnaby: <https://www.yorkshirepost.co.uk/business/making-humber-freeport-will-boost-regional-jobs-and-uk-economy-whole-stephen-parnaby-3131596>

Vivergo Fuels' Hull Plant To Reopen:

<https://www.insidermedia.com/news/yorkshire/vivergo-fuels-hull-plant-to-reopen>

'Bold' Humber Freeport bid submitted with backing of LEP leaders:

<https://www.business-live.co.uk/ports-logistics/bold-humber-freeport-bid-submitted-19778123>

Funding set to boost 'smart' manufacturing across the Humber:

<https://hullisthis.news/funding-set-to-boost-smart-manufacturing-across-the-humber>

Approval for 500 homes as part of Hull regeneration scheme:

<https://www.insidermedia.com/news/yorkshire/approval-for-500-homes-as-part-of-hull-regeneration-scheme>

Law firm joins Chamber and international trade team in funded programme to iron out Brexit issues: <https://www.business-live.co.uk/economic-development/law-firm-joins-chamber-international-19800166>

'The Humber's green growth potential is unmatched in the UK':

<https://www.thehullstory.com/allarticles/humber-green-jobs>

**Social media:** Engagement with our Twitter page continues, with our account now with 9,174 followers. Highlights include a lot of engagement surrounding our Freeport success. The LinkedIn page has also seen many more followers and now stands at over 2,750 followers. (Please see charts below.)



**28 day summary** with change over previous period

