



# Humber Freeport Company Limited

## Plan on a Page

March 2024

FINAL

<b>Vision (Why)</b>	To be a major catalyst in the development of the Humber economy.			
<b>Mission</b>	Over the next 10 years to supercharge economic opportunity across the Humber through increased trade, investment and innovation.			
<b>Objectives</b>	To contribute to UK plc's competitive advantage in global trade and investment.			
	To accelerate Levelling Up and our communities' prosperity within the Humber.			
	To enable businesses to create new, high-paid, high-skilled and sustainable jobs.			
<b>Organisational Goals</b>	Impactful	Progressive	Financially and Environmentally Sustainable	Innovative
<b>Values</b>	Integrity	Transparency	Excellence	Inclusive
<b>Strategy (How)</b>	<ul style="list-style-type: none"> <li>To exploit the Humber's competitive advantage in the Energy and Advanced Manufacturing Cluster.</li> <li>Work with existing and potential investors and their supply chains profiling investment gaps and opportunities.</li> <li>Through collaboration create cohesive and integrated investment opportunities.</li> </ul>			
<b>Tactics (What)</b>	<ul style="list-style-type: none"> <li>Attract high-value investment in emerging and developing sectors.</li> <li>Create a supporting, integrated and collaborative investment environment through skills, innovation and net zero.</li> <li>Seek and maximise the impact of external funding.</li> <li>Develop and maintain a sustainable investment model.</li> <li>Full development of "Tax Sites."</li> </ul>			
<b>Outcome</b>	Improved prosperity and living standards for our communities through an enhanced Humber economy.			
<b>Measures</b>	<ul style="list-style-type: none"> <li>Investment attracted.</li> <li>Land occupied.</li> <li>Jobs created.</li> <li>Skills developed.</li> <li>Deeper and broader energy cluster.</li> <li>Increased innovation.</li> <li>Enhanced de-carbonisation.</li> <li>High value sustainable re-investment model.</li> </ul>			