

Green Port Growth Programme – Inward Investment Strand

1. Participation in Renewable Energy Exhibitions/Conferences

- 1.1. This paper outlines proposed exhibitions for 2012/13 and seeks a decision by the Green Port Growth Programme Management Board (The Board) as to whether the partnership should participate and how it should be funded.
- 1.2. The Humber LEP has identified the need for a Humber presence at strategically important renewable energy exhibitions, which are to be delivered under a partnership model with Humber Renewables as the primary brand.
- 1.3. Humber Renewables has already successfully attended the Global Offshore Wind exhibition in London. Fifteen Humber businesses participated, each purchasing display panels to promote their companies activities and key development sites.
- 1.4. Forward planning for the renewable energy events is critical to obtain the best possible location within the exhibition hall. With this in mind the Humber LEP EZ Marketing Task and Finish Group has identified the following key exhibitions which take place over the next 18 months as a priority which will be attended by Humber Renewables (subject to private sector demand).
 - Renewables UK – 30 Oct – 1 Nov 2012 – Glasgow
 - European Wind Energy Association 4-7 Feb 2013 – Vienna
 - All Energy 22 – 23 May 2013 – Aberdeen
 - Renewables UK Offshore Wind – 12-13 June 2013 – Manchester
 - Renewables UK Annual Conference – 5-7 Nov 2013 Birmingham
 - EWEA Offshore 19-21 Nov 2013 – Frankfurt
- 1.5. Therefore, the Board needs to agree which of these key renewable energy exhibitions it wishes to attend to raise the profile of Green Port and the supply chain companies which operate within Hull and East Riding of Yorkshire.
- 1.6. Green Port would sit as a sub brand under Humber Renewables with Hull and East Riding of Yorkshire companies carrying the clearly identifiable Green Port branded exhibition panels, marketing material and give aways. As part of the suite of marketing material, it is envisaged that a Green Port Business Directory will be developed to highlight the capabilities of the local supply chain companies.

2. Co-ordination of Exhibitions

- 2.1. An exhibition working group comprising the five Local Authorities (Hull City, East Riding of Yorkshire, Scarborough Borough, North Lincolnshire and North East Lincolnshire Councils), Team Humber Marine Alliance, Renewables Network, the Grimsby Renewable Partnership and the Humber LEP is already established to take the Humber Renewables brand forward at exhibitions and it is suggested that this group continue to oversee future exhibitions.

- 2.2. Co-ordination of exhibitions is time consuming, particularly where multiple partners are involved. There are a number of organisations that would be capable of delivering these events on behalf of the Green Port Growth Programme and the Humber LEP and this piece of work should be put out to competitive tender on an bi-annual basis along with the design and build elements for the exhibition stands.
- 2.3. The Humber LEP should co-ordinate the tender process and appoint a suitable company to deliver the exhibitions (in line with agreed procurement rules). The exhibition working group would still retain a guidance role over the selected company and have the final say on issues such as stand location, design, copy and graphics.

3. Exhibition Costs

- 3.1. As a guide line, based on previous exhibitions attended by Humber Renewables and also Team Humber Marine Alliance, it is estimated that stand space and dressing will cost in the region of £25-30,000 for UK exhibitions and £35-40,000 for European exhibitions.
- 3.2. Depending on the cost of the exhibition, participating supply chain companies should be asked to contribute towards the costs of exhibiting at each event.
- 3.3. Green Port Growth Programme funding will be used to subsidise up to 50% costs for participating companies (SME's) which are based in Hull and the East Riding of Yorkshire.
- 3.4. An RGF 3 funding bid has been submitted and if successful may make similar funding available for companies outside Hull and the East Riding of Yorkshire.

4. Company Contributions

- 4.1. The costs associated with exhibiting will depend on private sector commitment. The aim is to attract up to fifteen companies, each receiving stand space and an advertising panel. Charges to each company could be in the region of:-
 - Non SME's - £2,000 - £2,500
 - SME's - £1,000 - £1,800
 - Networking/Membership Organisations £2,000 - £2,500
- 4.2. Participating companies will be responsible for organising and funding their own travel, subsistence and hotel accommodation.

5. Recommendations

- 5.1. It is recommended that:
- 5.2. That the Board agree which exhibitions to support and attend along side Humber Renewables with Green Port as a product brand (subject to private sector demand).
- 5.3. That the Board considers how the Inward Investment strand might financially contribute towards the Humber Renewable exhibition activity. (see below)
- 5.4. That the roles of exhibition organiser and the design/build elements for the exhibition stands, which are funded/part funded by the Green Port Growth Programme be put out to competitive tender by the Humber LEP on a bi annual basis. (In line with agreed procurement rules)
- 5.5. That the Humber LEP continues to commission delivery of a Humber Renewables presence at the agreed exhibitions for local businesses to attend.
- 5.6. That only companies based in Hull and East Riding of Yorkshire will be supported by Green Port Growth funding.
- 5.6. In the event of other additional exhibitions being identified that the Humber LEP do not wish to attend, Green Port will participate as a stand alone organisation. These events will be co-ordinated by Hull City Council as the Inward Investment strand lead and financed by the Green Port Growth programme and Hull and East Riding of Yorkshire company contributions.
- 5.7. Hull City Council as strand lead and East Riding of Yorkshire Council as programme lead will determine an appropriate level of Green Port Growth funding allocation to support Hull and East Riding of Yorkshire companies depending on the event and could be in line with the proposed company contributory fee structure set out in point 4.1. These costs will be decided on an event by event basis.