

NEW PLANS
NEW POSSIBILITIES
NEW OPPORTUNITIES
NEWCASTLE

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Key facts

Ballot dates

Renewal term: 1st April 2019 – 31st March 2024
(5 years)

Ballot opens: 20th September 2018 – 9am

Ballot closes: 18th October 2018 – 5pm

Consultation process

Thorough consultation process including:

100% of all businesses and HQs sent NE1's BID Renewal consultation document in May 2018

96% of all businesses called and contacted

16 sectoral and geographical group meetings

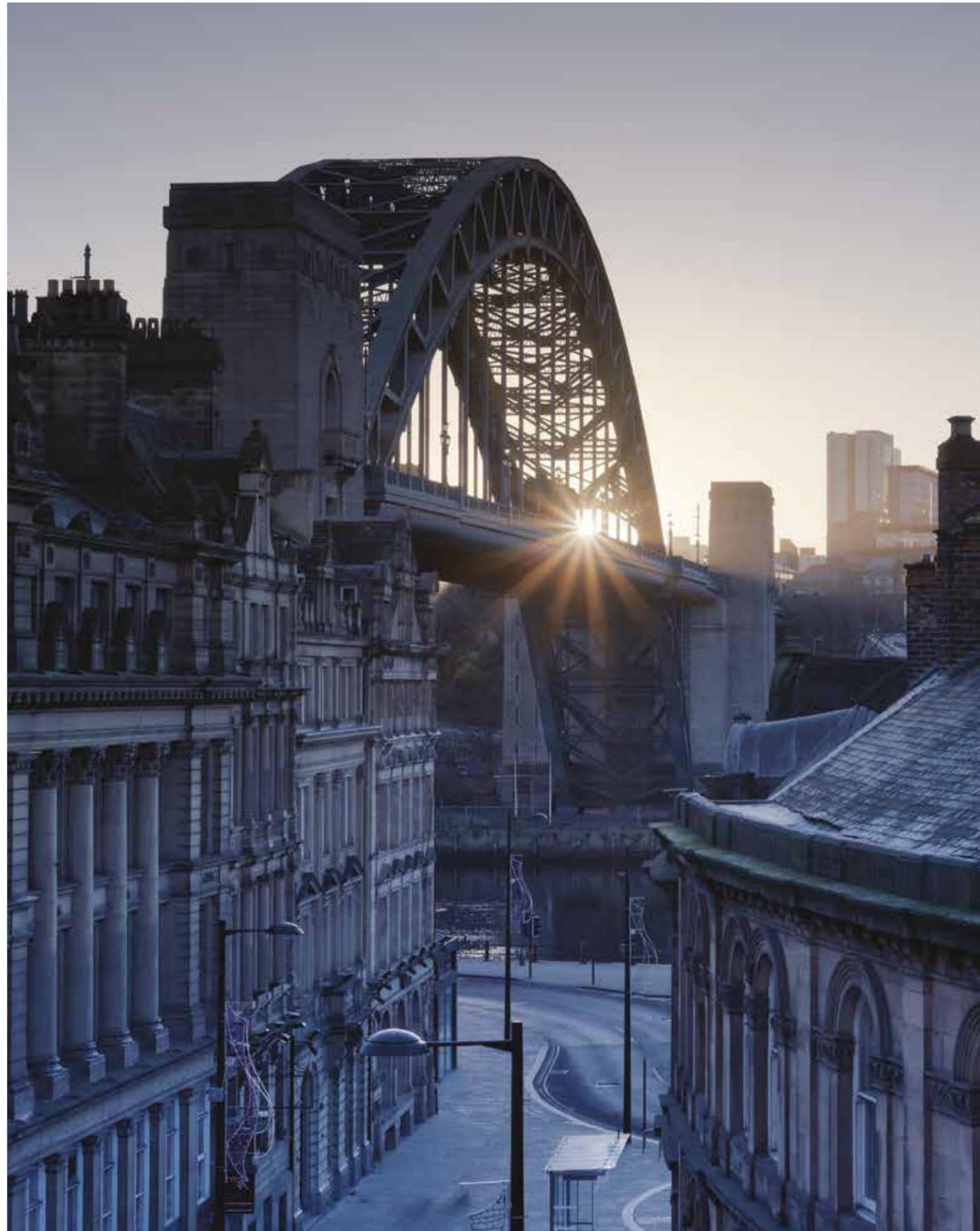
100s of individual meetings with NE1 businesses

1,000 consumers and c30% of NE1's businesses surveyed

Finance

NE1's Levy of 1% of rateable value is not increasing and will raise c£2m per annum or £10m over the term.

AWARDED BEST BID IN EUROPE 2016/17



Introduction

NE1 was established in 2009 as a private, independent, commercially run company. In September 2018, we ask Newcastle businesses to vote to renew our mandate for a third five year BID term. A "Yes" vote will secure continuation of projects critical to the city's commercial growth, including Alive after Five, the Bigg Market Regeneration Project, the NE1 Street Rangers and events on Blackett Street and Northumberland Street.

NE1 has established a reputation for getting things done in the city, often on our own, for example the Newcastle Motor Show, but with larger projects we work with partners. As examples, the Central Station redevelopment and Newcastle City Marina were both delivered in this way.

As a business with our non-executive Board and strong business connections, NE1 is uniquely positioned to lead the way in forming the city's direction of travel. By bringing together the collective effort of large institutions including our city universities, hospitals, transport operators and local authority, with our business community, there is huge resource to help us tackle some of the major issues affecting all cities. This includes responding to the oversupply of retail space, air quality, waste and providing great public spaces that also help people lead healthier lifestyles.

Having heard from so many of you during our consultation, we know too the importance of getting the basics right; a city that's clean, safe and looking good with plenty going on. This is NE1's stock in trade and from all that you have told us, striving for quality and ambition comes right at the top of our agenda.

This document sets out NE1's programme. We have a shared interest in the city's commercial future; by working together we will succeed together!

Vote "Yes" to maintain our gains and ensure Newcastle's ongoing competitiveness.

Adam Serfontein
Chairman

Adrian Waddell
Chief Executive

Executive summary

What has been achieved so far

Over our previous BID terms, NE1 has:

- Delivered major capital projects such as the **Central Station Gateway Project**, **NE1 Newcastle City Marina** and the **Bigg Market Regeneration Project**
- Working with our city partners, **secured an additional £31.9m of investment** in the city centre
- Created an early evening economy estimated at being worth **£839m** since the launch of Alive after Five
- Attracted an **additional 13.7m visitors** to Eldon Square and **increased footfall by 16%** since the launch of Alive after Five
- Developed a commercially focused annual events programme that attracts **340,000 visitors per annum**, delivering **c£19m of economic impact for the city annually**
- Funded NE1's **highly regarded Rapid Response Clean Team and Street Rangers** who annually remove **7,800 bags of litter** from the city's streets, respond to **5,475 rapid response cleaning requests** and report **5,200 incidents and issues** to the police and Newcastle City Council on behalf of our businesses



Executive summary

The next five years

Over our next five year BID term, NE1 will:

- **Deliver further investment in:**
 - Newcastle's Retail Core
 - Newcastle's Quayside
 - Newcastle's Historic Core
- Make **greening an essential element** in all physical projects to create a better trading environment for NE1's businesses and an improved experience for their customers
- Work with partners to deliver **improved digital infrastructure** for both consumers and businesses
- Continue to **raise the profile of the city at a regional, national and international level**
- Continue to **deliver, attract and secure major events** for the city that deliver significant economic impact for NE1's businesses
- Transform **Newcastle's Christmas experience**
- Continue to invest in Alive after Five, **guaranteeing free car parking after 5pm in the Council's multi-storey car parks until March 2024**, supported by a **heavyweight marketing and events campaign**
- Lobby for **increased investment** in Newcastle's regional, national and international transport links
- Continue to run NE1's **much valued Street Rangers and Clean Team**
- **Further develop** NE1's workforce development programme, NE1 Can

Newcastle 2019 – 2024: context

Over the next five to ten years, NE1's BID area of just over one square mile will experience significant levels of investment and development. NE1's renewal programme is based on a close understanding of both the scale and expected pace of these developments to maximise the economic opportunity and returns for NE1's businesses in the coming years. Headline details of these developments are set out on the adjacent map.

1 – East Pilgrim Street

£500m investment
12 acre site

2 – Newcastle Helix

£350m investment
4,000 jobs

3 – Newgate Street (McAleer & Rushe)

£100m development
1.75 acre site

4 – Hadrian's Tower

£40m investment
27 storey residential tower

5 – Stephenson Quarter

£200m investment
3,000 jobs

6 – Quayside West

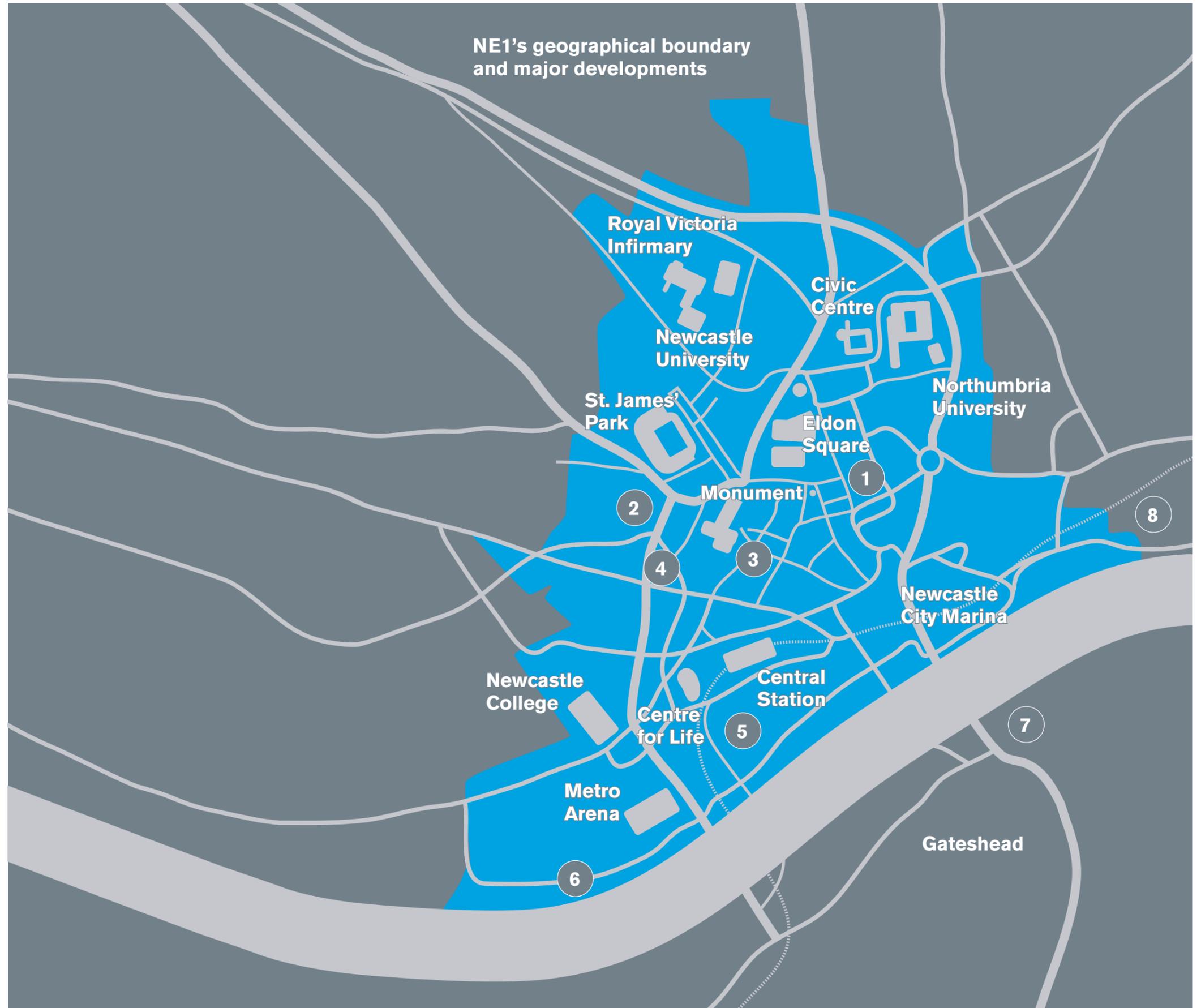
£250m investment
1,500 homes

7 – Gateshead Arena, Conference and Exhibition Centre

£200m investment
£29.5m annual economic impact
296,000 additional visitors per annum

8 – 'Whey Aye' Wheel

£100m investment
550 jobs



The programme

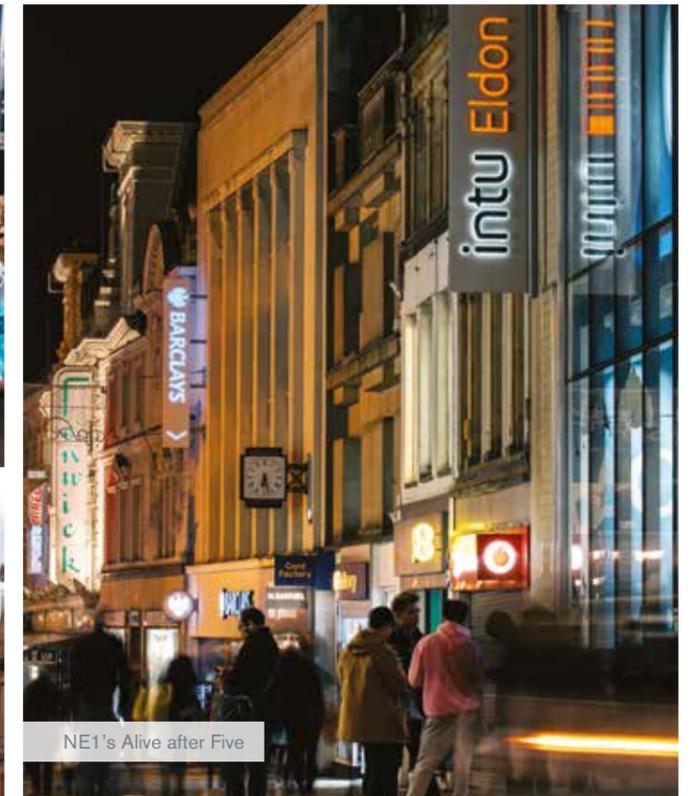
Our extensive consultation with our BID members, both locally and nationally, has resulted in a clear set of business priorities for the coming five years.

They are:

- **Getting the basics right**
Ensuring Newcastle is cleaner, greener and safer
- **Increased investment**
Working with the public and private sector to drive further investment in the city centre
- **Attracting and promoting**
Increasing footfall, spend, dwell time and perceptions of the city
- **Curating the experience**
Better coordination and management of the city centre experience and environment
- **Improving connectivity**
Both from a digital perspective and also looking at the city's regional, national and international transport links

The delivery of these priorities over the coming BID term is detailed under the headings of:

- **Business leadership**
- **Attracting and promoting**
- **City environment**





THE WORK NE1 HAS UNDERTAKEN ACROSS A WIDE RANGE OF ISSUES SUCH AS LICENSING, TRANSPORT AND INVESTMENT HAS BEEN SIGNIFICANT. IT IS A HUGE IMPORTANT PART OF THEIR PROGRAMME RESULTING IN A FAR STRONGER AND MORE SUCCESSFUL CITY. THEY SEE THE BIGGER PICTURE AND WORK WELL WITH OTHERS TO DELIVER TANGIBLE RESULTS AND THAT'S WHY I WILL BE VOTING YES FOR ANOTHER FIVE YEAR TERM.

Ollie Valkhard
Valkhard Group

Business leadership

Providing a strong leadership voice for business, one that would represent business on strategic matters and operational issues as well as challenge the status quo where necessary, was one of the founding principles of NE1's first business plan in 2008.

This approach has led to strong working relationships with a wide range of partners and most importantly, with Newcastle City Council. It ensures that business voice is heard at the highest levels and that the skills, knowledge and expertise of the city's business community are fully utilised to deliver the best possible return for the city. NE1's businesses have reaffirmed the importance of maintaining this role and the need for the city collectively, to rise to the challenges and opportunities that the city will face over the next five years.

Business leadership

A stronger voice for business

Put simply, the insight and experience of NE1's businesses have been critical factors in the success of NE1 to date and the significant impact its delivery has had over our previous two terms. It has enabled NE1 to be agile, to act quickly and with a strong mandate from the city's business community, has enabled NE1 to exert influence over the longer term strategic issues facing the city.

NE1 has delivered

Key to delivery has been excellent working relationships with Newcastle City Council, Northumbria Police and wider city centre partners who respect NE1's pragmatic approach and views on behalf of the businesses they represent.

This has resulted in:

- **More influence** over city centre decisions including strategic development, planning, licensing and day-to-day management issues
- **In-depth consultation** on transport infrastructure investment and improvements
- **Significant financial contributions** from Newcastle City Council to:
 - Alive after Five free parking
 - Bigg Market redevelopment
 - £3.2m investment in Newcastle's retail core
- A real understanding of the value and contribution that Newcastle's retail and licensed trade sectors make to the **ongoing economic development** and vibrancy of the city centre
- **Close working** with the police and Newcastle City Council on on-street begging, chugging, anti-social behaviour and more recently, retail crime
- **Coordinated approach** to attracting, managing and maximising the impact of major events in the city



NE1 HAS BECOME A TRUSTED AND MUCH VALUED DELIVERY PARTNER FOR OUR AMBITIOUS PLANS FOR THE CITY. OUR RELATIONSHIP IS BUILT ON A DEEP UNDERSTANDING OF EACH OTHER'S OBJECTIVES AND THAT IS EVIDENT IN THE WIDE RANGE OF PROJECTS THAT WE HAVE DELIVERED TOGETHER OVER THE PREVIOUS BID TERMS. AS DETAILED IN THIS BUSINESS PLAN, THERE IS STILL A GREAT DEAL TO BE DONE AND AS SUCH, I WOULD URGE NE1'S MEMBERS TO VOTE YES SO THAT THEIR VIEWS ARE EFFECTIVELY REPRESENTED DURING THIS EXCITING AND TRANSFORMATIONAL TIME FOR THE CITY.

Nick Forbes
Leader, Newcastle City Council



The next five years

NE1 has become a trusted partner and advocate for the city's business community. Over time, our work has become more strategic, looking at the longer term ambitious projects that will have a significant impact on the city in the future, but remains rooted in representing our businesses on both the long-term and short-term issues important to them.

NE1 will:

- Continue to work with our partners to **raise the profile of the city** at a regional, national and international level
- Support the newly formed North of Tyne Combined Authority and Mayor to ensure that the city's **business voice is heard at the highest levels**
- Lobby for **increased investment** in Newcastle's regional, national and international transport links
- Work with private sector partners on **further investment** in the Bigg Market
- Continue to work with Newcastle City Council on delivery of the first phase of investment in Newcastle's retail core (Northumberland Street, Blackett Street, Grey's Monument, Pilgrim Street and surrounding area) and lobby both public and private sector partners for **additional investment** in subsequent phases of development including the potential permanent closure of Blackett Street to vehicles
- Subject to a positive BID vote, NE1 will **continue to support Newcastle's retail, leisure and cultural sectors** by funding free parking after 5pm in the council's multi-storey car parks
- Continue to invest in NE1's workforce development programme, NE1 Can, specifically looking at **identifying further funding streams** to maximise benefit to NE1's businesses and minimise costs



Business leadership

Capital projects

Newcastle has all the aspects one could wish for in a European regional capital city; stunning architecture, iconic waterfront and a wealth of cultural and heritage assets. Today, the city is experiencing levels of investment not seen in a generation. This is extremely positive but raises several questions, chiefly how can the city's public assets (the bits between the buildings) be improved with pace, so the city delivers the quality environment needed for the expected increase in residential and commercial development.

The scale of the challenge is considerable, but so too are the rewards from getting it right. This will be a key theme running through NE1's programme. It will ensure Newcastle remains competitive and greatly contribute to the future economic growth of the city.

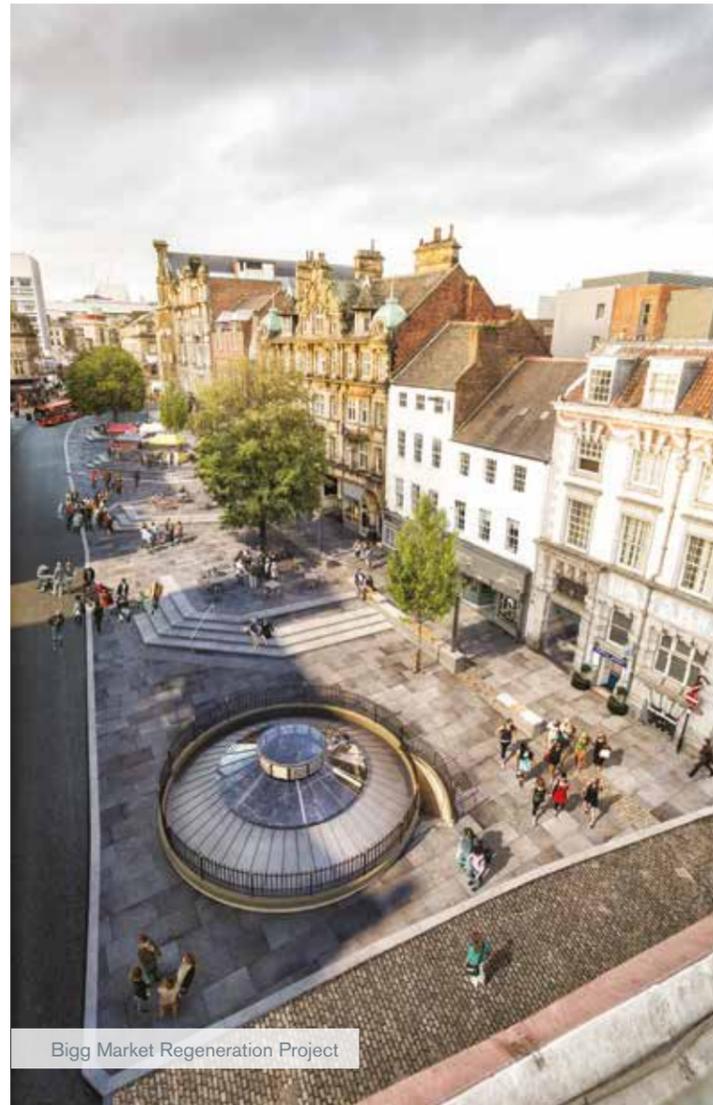
NE1 has delivered

NE1 has shown over the course of previous BID terms that, with a shared vision, strong leadership and a sound business plan, what can be achieved.

This has resulted in:

- **Central Station Gateway Project**
- **Newcastle City Marina**
- **Sir Bobby Robson Memorial Garden**
- **St Nicholas' Cathedral Park**
- **Stowell Street Chinese Garden**
- **Stephenson's Monument Pocket Park** (under construction)
- **Bigg Market Regeneration Project** (under construction)
- **Retail Core** (Phase 1 trials underway)

These developments have had a significant impact on the city centre experience and the environment NE1's businesses operate in.



Bigg Market Regeneration Project



NE1 Newcastle City Marina



Central Station Gateway Project



NE1 Chinese Garden



St Nicholas' Cathedral Park

“

NORTHUMBRIA UNIVERSITY, LIKE THE CITY ITSELF, COMPETES NATIONALLY AND INTERNATIONALLY. IT IS THEREFORE OF KEY IMPORTANCE THAT THE HIGH-QUALITY EXPERIENCE DELIVERED ON CAMPUS ALSO IS REFLECTED OFF CAMPUS. IT IS ENCOURAGING THAT THE CITY'S RETAIL CORE, A STONE'S THROW FROM OUR CAMPUS, HAS BEEN MADE A PRIORITY BY BOTH NE1 AND THE CITY COUNCIL. IT IS AN EXCITING PROJECT TO BE PART OF AND ONE WHICH WILL MAKE A MATERIAL AND TANGIBLE DIFFERENCE TO THE CITY IN THE YEARS TO COME.

Professor Andrew Wathey CBE

Vice-Chancellor and Chief Executive, Northumbria University

Business leadership

Newcastle's world-class heritage

Newcastle has the highest percentage of upper classification listed buildings of any city outside London. The city's history spans Roman, Medieval and Georgian eras, all of which has left the city and region with an abundance of world-class heritage assets. NE1's work to date has done much to shine a light on Newcastle's heritage and bring unloved and underutilised areas back to life.

It is remarkable how many first-time visitors to the city comment on the exceptional quality of our built environment. It is a city centre asset that can, if properly exploited, provide a unique point of differentiation for the city, greatly contributing to improving perceptions of the city and attracting a wider, more affluent visitor demographic.



THE ROLE OF BIDS SUCH AS NE1, IN BRINGING TOGETHER BUILDING OWNERS AND BUSINESS TO VALUE AND INVEST THE CITY'S HERITAGE IS VITALLY IMPORTANT. NE1 UNDERSTANDS THE CONTRIBUTION, BOTH COMMERCIAL AND SOCIALLY, HERITAGE MAKES TO THE CITY AND IT IS RIGHT THAT IT IS MAKING IT A PRIORITY.

Ivor Crowther
Head of Heritage Lottery Fund, North East



Newcastle Castle and St Nicholas' Cathedral

The next five years

Over the next five years, NE1 will:

- Continue to work with property owners on **further private sector investment** in the Big Market, **bringing vacant buildings back into use**
- Work with our partners on **supporting further investment** in the city's Historic Core (Cathedral, Castle Keep, Black Gate, Lit & Phil and Mining Institute) together with a coordinated approach to marketing and promotion of this area of the city
- Work with building owners and occupiers on Clayton Street to **define the future commercial opportunity** for the area



THERE IS A GROWING UNDERSTANDING OF THE IMPORTANCE OF THE CITY'S HERITAGE AND HOW THE PAST CAN HELP SHAPE THE IDENTITY AND FUTURE OF THE CITY. THE RECENT INVESTMENT IN THE OLD NEWCASTLE AREA OF THE CITY — BIGG MARKET, CASTLE, MINING INSTITUTE AND CATHEDRAL — IS INDICATIVE OF THE WIDER ENERGY IN THE CITY TO BRING TOGETHER HERITAGE ORGANISATIONS TO CONSERVE AND PROMOTE OUR FABULOUS HERITAGE. WE IN THE CATHEDRAL ARE VERY EXCITED AND COMMITTED TO WORKING WITH NE1 IN WHAT WE BELIEVE IS A SIGNIFICANT MOMENT IN THE DEVELOPMENT OF OLD NEWCASTLE AND ITS CONTRIBUTION TO THE WIDER FLOURISHING OF OUR CITY.

Geoff Miller
Dean of Newcastle

Business leadership

Newcastle, a digital city

Innovation has long been a consistent theme running through Newcastle's history, from our status as a world-leading city during the Industrial Revolution, through to the present day where the city boasts the highest growth rate of tech start-ups and ranks in the top three UK cities for digital salaries outside London. The region's five universities provide fertile ground for future growth and expansion of this critically important sector.

Supporting this, Newcastle City Council has recently announced a bold and ambitious vision for Newcastle to develop a global reputation for being at the forefront of the Smart Cities Agenda.

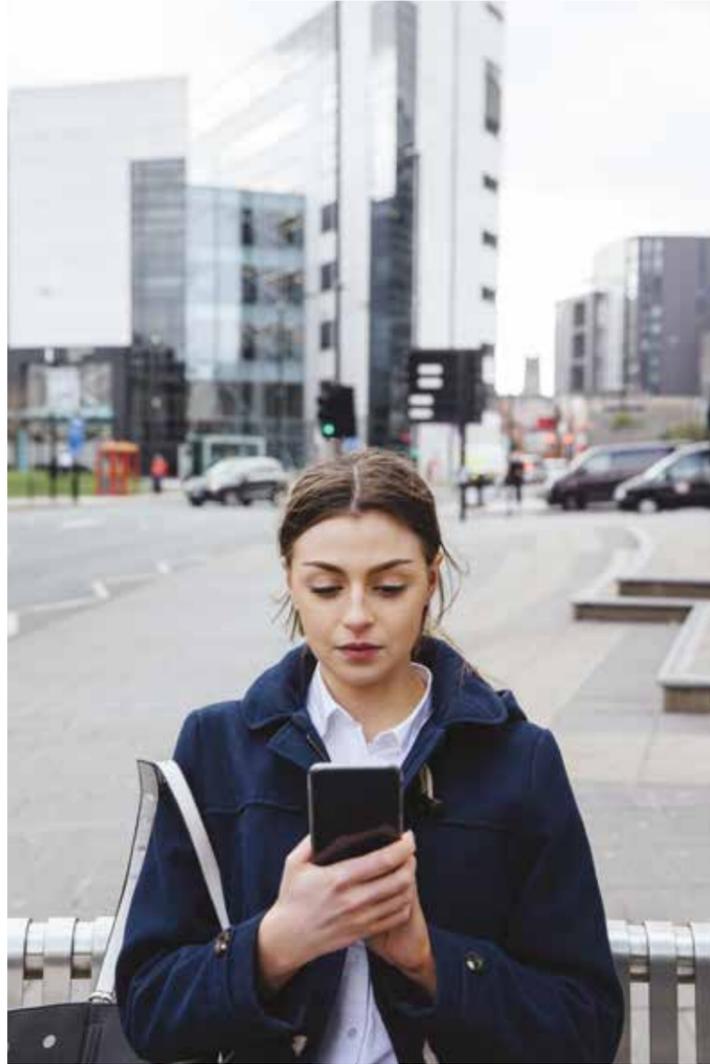
The city's digital agenda is wide ranging but for NE1 and its businesses, our primary interest and focus is on practical issues relating to digital infrastructure for both businesses and consumers, combined with ensuring that Newcastle's Smart City Agenda is problem-led and people-centric.

Many of these projects and initiatives will be financed and delivered by our partners, but it is essential that business voice is heard and influence the direction of travel to maximise benefit and improve the trading environment for the city's businesses and their customers.



WHILST WE ARE BASED IN NEWCASTLE, OUR CLIENTS ARE LOCATED ALL OVER THE WORLD. HAVING A RELIABLE AND HIGH QUALITY DIGITAL CONNECTION IS ESSENTIAL FOR THE SMOOTH RUNNING OF OUR BUSINESS.

Raman Sehgal
Founder, Ramarketing



The next five years

- Over the next five years, NE1 will:
- Work with our public and private sector partners to **improve Newcastle's digital infrastructure** for both businesses and consumers
 - Lobby for increased investment and influence over Newcastle's Smart Cities Agenda focussed on the following areas:
 - Ensuring the **best possible management of the city's transport network** to create more reliable and efficient journey times
 - Support the introduction of a **single and seamless method** of planning and paying for all modes of transport in the city



NE1 HAS LONG BEEN AN ADVOCATE FOR THE ADOPTION AND TRIALING OF NEW TECHNOLOGIES THAT WILL PLAY AN IMPORTANT ROLE IN SHAPING THE FUTURE DEVELOPMENT OF THE CITY.

Professor Mark Tewdwr-Jones
Director of Newcastle City Futures,
Newcastle University



Newcastle Tyne and Wear Metro





THERE CAN BE NO DOUBT THAT NE1'S PROJECTS HAVE RAISED PERCEPTIONS OF THE CITY AND BROUGHT MORE PEOPLE IN AS A RESULT. AS THE CITY AND ITS CUSTOMERS CHANGE, SO TOO MUST THE APPROACH. NE1 HAS CONSISTENTLY DONE THIS, BEING COMMERCIALY FOCUSED, AGILE AND WITH A KEEN EYE ON WHAT RESONATES WITH THE PEOPLE THAT USE THE CITY.

Phil Steele
General Manager, intu Eldon Square

Attracting and promoting

Newcastle is the number one retail and leisure destination in North East England.

It is home to the region's finest restaurants and bars as well as a wide range of independent and high street retailers, all complemented by world-class cultural venues. The pace of change and competition is relentless and as such, providing compelling reasons for consumers to visit more frequently and stay longer is now more important than ever before. Likewise, we need to create an environment that continues to attract employees regionally, nationally and internationally keen to work in our professional services, medical practices and universities.

Attracting and promoting Alive after Five

Alive after Five was established on a simple premise; that by bridging the gap between the city's daytime and night-time economies, all of the city's bars, restaurants, theatres, cinemas, professional services, universities and college stood to benefit.

NE1 has delivered

Launched in October 2010, NE1's unique Alive after Five package included:

- Coordinated **extended retail opening hours** across the week to 8pm
- **Free parking** in the council's multi-storey car parks after 5pm
- **A heavyweight marketing campaign**
- A series of highly **commercially successful events** extending city centre dwell times
- A range of **excellent bar, café and restaurant offers**

Key facts

£839m estimated value of the 5pm – 8pm part of the day since October 2010

13.7m additional visitors to Eldon Square alone since the launch of Alive after Five

16% increase in footfall since launch, compared against a national average rate of declining footfall of c3% per annum



NE1's Alive after Five

The next five years

Over the next five years, NE1 will:

- Continue to subsidise the existing **free parking, guaranteeing it until at least March 2024**
- **Support new businesses** wanting to get involved
- Continue its **heavyweight marketing campaign** and supporting events programme
- Further widen the appeal of the city centre, **attracting more families and young people**

“
GUARANTEERING THE FREE PARKING TILL 2024 IS A HUGE ACHIEVEMENT. ALIVE AFTER FIVE HAS WORKED WELL FOR US AND THIS SUMMER'S TRIAL INITIATIVES ON NORTHUMBERLAND STREET AND BLACKETT STREET OFFER AN EXCITING GLIMPSE OF HOW THE RETAIL HEART OF THE CITY CAN IMPROVE OVER THE YEARS TO COME.

Dean Eaton
Deputy Store Manager, Primark

“
THE IMPACT ALIVE AFTER FIVE HAS HAD ON THE CITY HAS BEEN AMAZING. THERE ARE FAR MORE PEOPLE IN THE CITY CENTRE AND IT FEELS MORE VIBRANT AND WELCOMING AS A RESULT. MY BUSINESSES HAVE CERTAINLY BENEFITED AND LONG MAY IT CONTINUE!

Barry Ladhar
Crafted Projects

Attracting and promoting Major events and animation

NE1's events have always been ambitious, engaging and focussed on delivering a measurable commercial impact for our businesses. The programme of events that NE1 delivers and supports has constantly evolved, reflecting changing consumer expectations and the need to keep the city vibrant, different and interesting.

They are an essential part of raising perceptions and awareness of the city, differentiating it from our competitors and provide compelling reasons for people to visit more frequently, stay longer and spend more whilst they are here.

Key facts

340,000 visitors attended events delivered or supported by NE1 in 2017/2018

£1.1m value of 2018 Restaurant Weeks

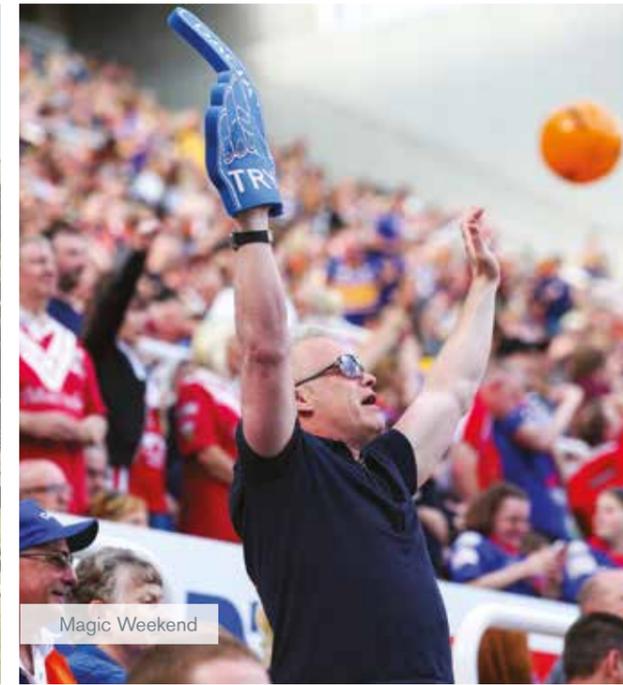
£9m economic impact of Newcastle Pride, attracting 75,000 attendees

Consultation with our businesses has been invaluable in shaping how NE1's events programme will evolve over the next five years, building on our businesses following priorities:

- Continue to **attract and secure major events for the city** that deliver significant economic impact for the city's businesses such as Magic Weekend, Rugby World Cup and concerts at St James' Park
- **Structure NE1's events delivery** on the summer (May to September) and winter (Mid-November to early January) seasons
- Seize the commercial opportunity in **transforming Newcastle's Christmas experience**



NE1 Screen on the Green



Magic Weekend



WE ARE DELIGHTED AT WHAT HAS BEEN ACHIEVED WORKING WITH NE1 AND NEWCASTLE CITY COUNCIL OVER THE PAST FIVE YEARS. WE'VE HOSTED RUGBY WORLD CUP MATCHES, A RECORD-BREAKING FOUR MAGIC WEEKENDS AND NEWCASTLE FALCONS' BIG ONE - WITH MORE TOP CLASS RUGBY TO COME IN 2019. THE ED SHEERAN CONCERTS IN MAY ATTRACTED MORE THAN 150,000 PEOPLE TO THE CITY AND WE ARE LOOKING FORWARD TO STRENGTHENING OUR PARTNERSHIP WITH NE1 BY BRINGING MORE HIGH-PROFILE MUSIC EVENTS TO THE CITY

Brian Aitken
Head of Corporate Affairs, Newcastle United



Pride celebrations



Chinese New Year celebrations 2018

The next five years

Over the next term, NE1 will continue to further develop its major events programme, retaining those events that have a proven track record of delivery, whilst also working with a wide range of partners to secure, attract and deliver new events that complement and enhance the city's annual events programme.

As such, over the next term NE1 will continue to deliver and support events providing clear return on investment, including:

- **Newcastle Restaurant Weeks** in January and August
- **Chinese New Year and Mela**
- **Newcastle Pride**
- **Screen on the Green**
- **Newcastle Motor Show**

In addition to this, NE1 will also:

- **Transform Newcastle's Christmas offer**, including; markets, cultural animation and city dressing
- Work with Newcastle United, Newcastle City Council and other partners to attract and support additional **major sporting and music events** at St James' Park
- Work with grass roots cultural organisations to **promote, support and provide opportunities to activate** the city's public realm
- **Support cultural diversity** within the city's annual programme of events



NE1 Newcastle Motor Show

Attracting and promoting Audience engagement

The need to promote the huge quality and diversity of Newcastle's consumer facing businesses is as important now as when NE1 was established ten years ago. Newcastle is the dominant retail, leisure and cultural destination in North East England and NE1's role has been to amplify this message, promote the city's diverse, high-quality offer and ensure it remains top of mind. This has always been an essential element of NE1's delivery programme and will continue to be over the forthcoming years.

Key facts

50,000 Get Into Newcastle magazine copies distributed per month

475,000 users in past year of the Get Into Newcastle website

3.7m page views per annum of offers and events on the Get Into Newcastle website

110,000+ social media followers



AS A CITY, IT'S IMPORTANT THAT WE SHINE A LIGHT ON THE WORLD-CLASS VENUES AND EVENTS THAT WE HAVE. THE GET INTO NEWCASTLE MAGAZINE ENSURES THIS MESSAGE IS CONSISTENTLY DELIVERED TO OUR TARGET AUDIENCE TO A VERY HIGH-QUALITY.

Philip Bernays
Chief Executive, Theatre Royal



NE1 Street Ranger handing out Get Into Newcastle magazines

The next five years

This work has evolved significantly over the years, reflecting both the change in consumer behaviour and marketing channels available to engage with our target audience.

Over the next five years, NE1 will:

- Continue to support the city's businesses with a **heavyweight and integrated marketing campaign**, promoting the quality and diversity of the city's businesses, supporting Alive after Five and promoting NE1 events
- **Further develop NE1's digital and social media content** to drive engagement and awareness of the city's offer
- Further develop the **Get Into Newcastle listings magazine**
- Ensure **consistent and coordinated PR messaging** about the city and its offer

In addition to this, NE1 will also:

- Better promote Newcastle's growing **independent offer**
- Promote the city's **heritage offer**

NE1 projects over a third term

Newcastle's retail core

Creating a retail district of national and international significance – see page 32



Alive after Five

Great ongoing commercial and cultural success – see page 22



Quayside

Transforming Newcastle's iconic Quayside – see page 34



Marina

Part of Newcastle's iconic Quayside experience – see page 14



St. James' Park

Big events deliver a significant economic impact for the city – see page 24



Bigg Market

£3.2m project value attracting c£40m additional private sector investment – see page 14



Newcastle's heritage

Better promoting a key city asset – see page 22



THE IMPORTANCE OF THE WORK NE1 DOES IN THE CITY CANNOT BE UNDERESTIMATED. WE VALUE NE1'S AMBITION AND THE DESIRE TO TACKLE THE BIGGER STRATEGIC ISSUES, BUT IT IS HUGE IMPORTANT TO BOTH OUR STAFF AND OUR BUSINESS THAT THE CITY IS CLEAN, WELL-MANAGED AND SAFE. THIS NEEDS TO BE MAINTAINED.

Elsbeth Thomson

Managing Partner, David Gray Solicitors LLP

The city environment

It is fundamentally important that Newcastle provides a clean, safe and pleasant environment for the millions of people that visit, work and socialise in the city centre every year.

If we get the basics right, then we, as a city, have a strong foundation to then go on and exceed their expectations. As a result, people will visit more frequently, stay longer and spend more as a result.



The city environment

Newcastle's retail core

Newcastle's retail core is the number one retail destination in North East England, employing over 10,000 people and attracting in the region of 40m visitors who spend 1bn per annum.

It is a vitally important part of the city's vibrant offer and contributes greatly to the economic output and perceptions of the city.

Alive after Five has shown what can be achieved when we work together, but as a city we cannot afford to be complacent and we must remain focussed on providing the best possible environment for Newcastle's retailers and their customers.

Over the course of the previous term, NE1 lobbied for greater investment and a vision for the area that would provide a solid foundation for future investment. In October 2017, Newcastle City Council, understanding the importance of the retail sector and this area of the city, approved £3.2m investment in the area. This work consists of two primary strands:

- **Traffic regulations** required to **enable the medium to long-term investment** and;
- **Short-term interventions and trials** used to inform the final plan, most recently evidenced by the NE1-led work trialling interventions on **Northumberland Street (pocket parks and new seating)** and **Blackett Street (family fun weekend closures)** over the summer

The capital investment required for the subsequent phases is estimated at being £20–30m with a phased roll out of works expected over the next five to ten years.

Working with partners, our objective is to:

- Create a **retail destination of national and international significance**; a far more appealing experience that attracts a wider, more diverse demographic, encouraging people to visit more frequently and stay longer
- **Create better pedestrian linkages** with the surrounding universities, Royal Victoria Infirmary and the Pilgrim Street development site
- Encourage a **higher density of independent retail and leisure on Northumberland Street's side streets**
- Provide **greater opportunities for animating the area** with a focus on creating an annual plan focussed on summer and Christmas experiences (see page 25)
- **Improve management, security and maintenance** arrangements for the area
- Enable **deeper involvement of the areas businesses and building owners**



NE1's Village Green on Northumberland Street



NE1's family fun weekends on Blackett Street



Northumberland Street Christmas 2017



IT'S GREAT TO SEE NE1 PROGRAMMING SUCH HIGH QUALITY ACTIVITY IN OUR AREA. THERE HAS BEEN LOTS OF COMMENTS ABOUT IT IN STORE AND HAS BEEN WELL RECEIVED BY OUR CUSTOMERS. THEY LOVE IT!

Alicia Norton
Manager, Molton Brown



THE TEMPORARY CLOSURES OF BLACKETT STREET THIS SUMMER HAVE BEEN GREAT FOR BUSINESS AND WE WOULD WELCOME THE PERMANENT CLOSURE OF BLACKETT STREET IN THE LONG-TERM TO CREATE A BETTER ENVIRONMENT FOR OUR CUSTOMERS.

Martin Johnson
General Manager, Northern Goldsmiths



NE1's Alive after Five



NE1's Village Green on Northumberland Street

The city environment

Newcastle's iconic Quayside

It may well be a cliché, but Newcastle's Quayside and its bridges deliver iconic views that are instantly recognisable and synonymous with the city. It is because of this that the Quayside has always been a 'golden thread' running through NE1's previous BID terms, beginning with the rejuvenation of the Quayside Sunday Market followed by NE1's Quayside Seaside, 57 Quayside Pocket Park (now LiveWorks building), Newcastle City Marina and the Quayside Relaxation Station.

It is clear from talking to businesses during the renewal consultation that there is a strong desire for more to be made of this asset, including the river itself.

Currently the area is home to some of the city's finest dining and leisure venues, combined with a high proportion of the city's professional services companies. As such, it is important that any investment ensures that the area works both as a daytime and as a night-time destination reflecting the area's '16-hour' economy.

Further to this, the area will benefit from a considerable amount of residential, cultural and leisure investment in the next five to ten years. Ranging from Newby's plans for a £250m residential development in the west, to the Ouseburn and 'Whey Eye' developments in the east.



IT'S A PRIVILEGE TO HAVE A BUSINESS LOCATED IN SUCH AN OUTSTANDING PART OF THE CITY. NE1 HAVE BEEN A GREAT HELP ON THE DAY TO DAY OPERATIONAL ISSUES, BUT IT'S FANTASTIC TO SEE THE AREA BEING GIVEN THE ATTENTION AND PRIORITY IT DESERVES.

Kenny Atkinson
Owner, House of Tides

At the risk of being repetitive, the challenge and opportunity remains; can we, as the BID company and as a city, maximise the positive impact of these developments and seize this moment to define a shared vision for the area that will underpin development in the years to come.

Copenhagen, Melbourne and New York's 'High Line' show the commercial gains of this approach and viewing this area as a 1km linear park. Not to mention the health benefits of improving pedestrian linkages with the rest of the city and enabling greater use of the river for physical activities.

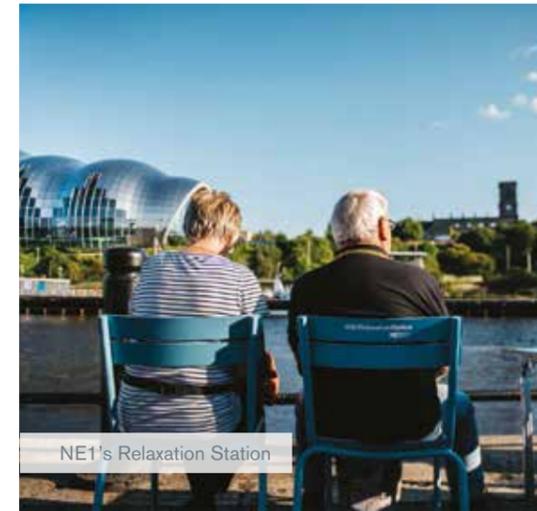
The objective of this work is to:

- **Increase footfall, dwell time and spend**
- **Encourage additional businesses to invest and relocate**
- Create a more appealing physical environment that encourages diverse uses, utilising both the quay and the river to maximise the **commercial benefits for the areas' businesses during the day and also in the evening**
- Raise perceptions of the area, creating a **distinct city centre quarter brand**



IT IS REFRESHING TO HAVE A REPRESENTATIVE BUSINESS BODY LIKE NE1 THAT CAN SEE THE AREA'S POTENTIAL AND IS WILLING TO PUT THEIR SHOULDER TO THE WHEEL AND CHAMPION ITS ONGOING DEVELOPMENT AND INVESTMENT.

Tim Coulson
Chambers Director, New Park Court Chambers



NE1's Relaxation Station

The next five years

Over the next five years, NE1 will:

- Work with property owners, businesses and the council to **develop a shared vision for the area** and identify a phased delivery plan
- Identify additional funding sources above and beyond those invested by NE1 to **maximise impact and return on investment** for our BID members



CGI of how the Quayside might look



NE1's Quayside Seaside



NE1 Newcastle City Marina

The city environment

Street Rangers and Clean Team

NE1's Street Rangers and Clean Team have become an indispensable element of the city's day-to-day operational delivery. Our Street Rangers welcome visitors to our city, provide advice on what to do and help with directions. They resolve practical issues and act as 'eyes and ears' for our businesses providing strong links between Northumbria Police and Newcastle City Council. Beyond this, they are an important resource for NE1, ensuring we have 'boots on the ground' to enable NE1 to make the most of opportunities such as the recent Blackett Street and Northumberland Street activity.

Likewise, NE1's Rapid Response Clean Team work year-round in all weathers, responding to requests from businesses in addition to their structured programme of cleansing duties, tackling those jobs that are perhaps unpleasant, yet are essential in ensuring that the city looks its best at the start of every day.



NE1 Street Ranger at Information Trike



NE1 Clean Team keeping the city clean

The next five years

It is right that NE1 is ambitious and focussed on the longer term strategic opportunities for the city, but we do not forget our day job and understand that this unglamorous work is of huge importance and benefit to city centre businesses.

Over the next five years, NE1 will:

- **Continue to run NE1's much valued Street Rangers and Clean Team**, focusing on:
 - Resolving practical issues for our businesses
 - Keeping our businesses better informed of issues that matter to them
- Continue to build on our excellent working relationships with the council's enforcement teams and Northumbria Police to **better address and manage issues such as busking, rough sleeping and on-street begging**
- Work with our businesses, Northumbria Police and into Eldon Square on the recently established retail crime partnership to **address and reduce levels of retail crime**

NE1 has delivered

Street Rangers

- Providing a welcome for visitors, resolving practical issues for businesses and acting as 'eyes and ears' in the city.

Rapid Response Clean Team

- Starting early each day, our clean team proactively and reactively address the daily issues.

Key facts

7,800	black bags of litter removed from the city's streets per annum
5,475	rapid response clean team jobs completed per annum
3,650	needles removed from the city centre per annum

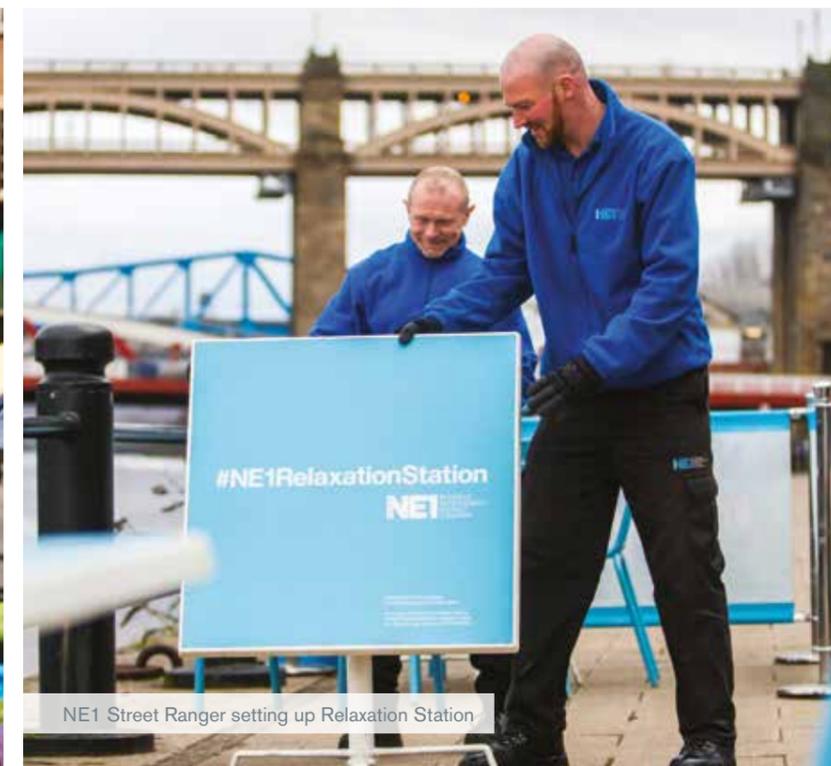


WHAT'S MOST IMPRESSIVE ABOUT THE STREET RANGERS IS THEIR ENTHUSIASM FOR THE JOB AND THEIR PRIDE IN THE CITY. GARY IS MY STREET RANGER AND HE COULDN'T BE MORE HELPFUL. ADAM, THE STREET RANGER MANAGER, IS VERY ACCESSIBLE AND VERY SUPPORTIVE AND THE CLEAN TEAM ARE INVALUABLE!

Sean Gerrie
Owner, Upside Down Presents and Souvenirs upon Tyne



NE1 Street Ranger helping at summer events



NE1 Street Ranger setting up Relaxation Station

The city environment

Greening and sustainability

The commercial opportunity in improving the city's environment is clear. By creating more green spaces and improving air quality, we can create a more attractive city centre. At its heart, this is about putting the city's people, our customers, employees and residents first, delivering a city environment that's great to live, work and socialise in.

As the city's economy and residential density continue to grow, we need to make sure our public spaces are liveable, attractive to families and easy to get around. The quality of the city's environment has to keep pace with peoples' own aspirations and where possible, exceed them.

To achieve this we will prioritise greening and sustainability to deliver the best possible environment for residents, our businesses and their customers.



THAT NE1 IS PRIORITISING THESE ISSUES IS VERY IMPORTANT. THEY ARE, IN ESSENCE, ABOUT CREATING A FAR MORE ATTRACTIVE ENVIRONMENT FOR THE THOUSANDS OF PEOPLE THAT USE THE CITY CENTRE ON A DAILY BASIS. IF WE GET THE EXPERIENCE RIGHT FOR OUR CUSTOMERS, OUR BUSINESSES WILL BENEFIT AS A RESULT.

Carl Milton
Store Director, Fenwick



Palm trees on NE1's Quayside Seaside



NE1's Village Green on Northumberland Street



Families at NE1's Screen on the Green



Colourful seating at one of NE1's green spaces



NE1's Family Fun Weekend on Blackett Street

The next five years

Over the next five years, NE1 will:

- Make greening an essential element in all our physical projects, looking at:
 - **Permanent landscape interventions**
 - **Temporary landscaping interventions** that have the potential to change with the seasons
 - **Multi-dimensional projects** that do not simply look at what can be done at street level, but also how our buildings, their walls and rooftops can add to the city's biodiversity and visual appeal
- Work with our businesses on three city centre communal waste and recycling trials to establish a model that can then be rolled out to other areas of the city, all with the aim of **reducing clutter, saving our businesses money and reducing emissions**
- Work with Nexus and public transport operators to **better promote public transport to access the city centre**
- Work with and lobby the city council on a plan to address city centre emissions to provide practical and deliverable solutions that best **balance the economic, health and environmental needs of the city**

Financial projections

Set out below are the financial projections for NE1's third term. Having secured £31.9m in additional funding during our first two terms, we believe that we will match this level of leveraged funding during a third term. NE1 has already secured commitments of £3.2m from Newcastle City Council in relation to the redevelopment of Northumberland Street (Retail Core project) and over £600,000 over the term towards the cost of free parking as part of Alive after Five. We are confident of securing further significant funding for subsequent phases of the Retail Core and Quayside projects.

No deductions have been made for period 2022–2024 for the scheduled Business Rates revaluation in 2021. This is because any reductions forecast, at present, are expected to be minimal and it is anticipated that any shortfall would more than be made up due to new hereditaments currently under development or in planning. Overheads as a proportion of expenditure are less than 20% per annum over the period. These include non-project attributable salaries, rent, rates, utilities and office costs as well as depreciation on NE1's fixed assets (principally Newcastle City Marina). It does not of course include the estimated £50,000 worth of pro-bono advice received per annum from Non-Executive Directors and other NE1 members over the BID term.

2019 - 2024 Budget Projections	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023	2023 - 2024
Income					
BID Levy*	£1,800,000	£1,800,000	£1,800,000	£1,800,000	£1,800,000
Commercial Promotions	£75,000	£80,000	£85,000	£90,000	£95,000
Sponsorship and Other Revenue	£85,000	£90,000	£95,000	£100,000	£105,000
Carryover	£200,000	£180,000	£135,000	£100,000	£175,000
Total Income	£2,160,000	£2,150,000	£2,115,000	£2,090,000	£2,175,000
Expenditure - Business Leadership					
Lobbying, Profile and Investment	£130,000	£130,000	£130,000	£130,000	£130,000
Workforce Development	£55,000	£55,000	£55,000	£55,000	£55,000
Total Business Leadership	£185,000	£185,000	£185,000	£185,000	£185,000
Expenditure - Attracting and Promoting					
Marketing	£280,000	£280,000	£280,000	£280,000	£280,000
Major Events	£215,000	£215,000	£215,000	£215,000	£215,000
Alive after Five Car Parking	£165,000	£165,000	£165,000	£165,000	£165,000
NE1 Magazine	£140,000	£140,000	£140,000	£140,000	£140,000
Total Attracting and Promoting	£800,000	£800,000	£800,000	£800,000	£800,000
Expenditure - City Environment					
Street Rangers and Clean Team	£385,000	£385,000	£385,000	£385,000	£385,000
Newcastle City Marina	£40,000	£40,000	£40,000	£40,000	£40,000
Retail Core Development	£50,000	£50,000	£50,000	£50,000	£50,000
Quayside Development	£145,000	£180,000	£180,000	£80,000	£80,000
Total City Environment	£620,000	£655,000	£655,000	£555,000	£555,000
Overheads	£375,000	£375,000	£375,000	£375,000	£375,000
Working Capital**	£180,000	£135,000	£100,000	£175,000	£260,000

* assumes a 96% collection rate which is kept under review. Each year NE1 applies the inflation rate as at the previous September, excluding the first year which isn't subject to inflation. At the end of each financial year the Levy is returned to 1% and the process is repeated. NE1 has never "compounded" the figure.

** this is the income which has not yet been allocated and is in addition to the individual project contingencies of at least 5% per project.

Evaluation

Throughout NE1's previous terms, we have regularly evaluated the impact of NE1's work and this evaluation has consisted of three main elements. Firstly, independent regular business and consumer surveys before the start of a BID term, mid-way through the BID term and prior to a renewal ballot (most recently conducted by Newcastle University's Centre for Urban and Regional Development Studies in March 2018). Whilst survey respondents can vary across the term, the target is 1,000 consumer respondents and a 30% representative sample of NE1's BID members. In addition to this, independent research has regularly been commissioned on specific project related themes, for example most recently with regard to the summer interventions on Blakett Street and Northumberland Street. Last, but perhaps most important, is the direct data supplied by our businesses on an annual, or event/project basis that is used to evaluate the direct impact of our projects on those businesses they are designed to benefit (whether by sector or geographic area).

Beyond this, on an on-going and informal basis, the NE1 team discusses with its businesses, both individually and in a series of groupings, the delivery of the programme and receives feedback on an almost daily basis.

During a third term, NE1 will continue to have its work independently evaluated in a similar fashion. The evaluation will be tailored to the evolving programme and will include research into business and consumer perceptions and further economic impact analysis.

Consultation

NE1 has gone through a very detailed process of consultation in order to arrive at the programme set out in this Business Proposal.

This has included:

- Conducting formal, independent research through CURDS in March 2018 into business' perceptions of NE1's programme and the wider city (sample size; c30% of NE1's businesses)
- Individual meetings with hundreds of our businesses
- 16 sector and geographically-based group consultation meetings
- Feedback from 96% of NE1 businesses (via written correspondence, phone calls or one to one meetings) with conversations at both local and HQ level
- The publication and mailing to 100% of NE1 members (HQs and local branches) of this proposal and the associated business consultation document in May 2018
- CURDS survey of 625 consumers in March 2018

We are confident that this process has resulted in a proposal which reflects business' priorities.

Don't forget to cast your vote
BEFORE 5PM ON 18 OCTOBER 2018
 to ensure NE1 keeps on delivering
 for the businesses of Newcastle.

Governance

NE1 is a company limited by guarantee and is not-for-profit. Its primary purpose is to secure long-term value for Newcastle city centre's businesses. It has a Board of 16 Directors who represent the various sectors in Newcastle. All of NE1's Non-Executive Directors provide their time on a pro-bono basis.

Directors

Adrian Waddell

Chief Executive, Newcastle NE1 Ltd

Stephen Patterson

Director of Communications, Newcastle NE1 Ltd

Adam Serfontein*

Chairman, Newcastle NE1 Ltd
Managing Director, Hanro Group

Gavin Black CBE*

Vice Chairman, Newcastle NE1 Ltd
Managing Director, Gavin Black & Partners

Arwen Duddington*

Chief Operating Officer, ZeroLight

Councillor Ged Bell*

Cabinet Member for Inclusive Growth,
Newcastle City Council

Darren Richardson*

Co-founder and Company Director,
Gardiner Richardson

Georgie Collingwood-Cameron*

Managing Director, Admiral Associates

Jo Feeley*

Founder and Chief Executive, Trend Bible

Jules Quinn*

Managing Director, Popaball/The TeaShed

Michelle Percy*

Assistant Director, Commercial Development
and Strategic Property, Newcastle City Council

Rhys McKinnell*

Director of Restaurants, Fenwick

Professor Steven Kyffin*

Pro Vice-Chancellor, Business and Enterprise,
Northumbria University

Tania Love*

Director, FaulknerBrowns

Tom Caulker*

Owner, World Head Quarters

Professor Richard Davies*

Pro Vice-Chancellor, Engagement and
Internationalisation, Newcastle University

*Non-Executive Director

Board of Directors correct at the time of print.

Meet the team

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Nicole Whittle

Office Administrator
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Key facts and associated documentation

1. NE1 has entered into Baseline Service agreements with Newcastle City Council and Northumbria Police. These will continue to ensure that NE1 only deliver additional services.
2. NE1 has also entered into an Operating Agreement with Newcastle City Council.
3. NCC has approved the detailed BID Proposal as required by the Regulations.
4. No discount has been applied to shopping centres or charities other than the existing exemption for walk-in charitable advice centres. The reason for this is that NE1's programme is designed to, and we believe does, deliver significant benefits to all businesses. The primary focus is not, as it is with some BIDs, on street cleaning and environmental "housekeeping".
5. The BID levy is 1%, adjusted for inflation, of the Rateable Value (RV) on all eligible properties (hereditaments) with a RV of £20,000 or more. NE1 has 1,418 hereditaments from 885 businesses. In the first year the Levy will be 1% of the RV of the hereditament. At the beginning of subsequent financial years, the CPI inflation rate, as at September of the preceding year, is applied. At the end of each financial year the Levy is returned to 1% and the process is repeated. Assuming a positive renewal ballot, the Levy will be returned to 1% in April 2019 and inflation won't apply until April 2020. NE1 has never 'compounded' the figure.
6. The Levy will be calculated based on the rating list in force at the time, currently the 2017 list. The expectation is that a new list will come into effect on 1 April 2022. This list will then be used to calculate the Levy.
7. The Levy is charged on a daily charging basis and will correspond with commencement and termination of liability for NNDR, as determined by rating statute. Refunds will be made where the schedule of amendment is received in-year.
8. In the event of the property becoming untenanted, the landlord will become liable to pay the Levy.
9. NE1's budgeted collection rate is 96% of the total liability. This is based on thorough monitoring of actual collection rates during the first term. Contingencies, based on experience, are in place for all projects set at a rate of 5% per project.
10. All hereditaments with a Rateable Value of less than £20,000 are exempt, as are Central List properties, ATM's and advertising hoardings regardless of their Rateable Value.
11. As per NE1's original Operating Agreement, Newcastle City Council do not apply a charge for collecting the levy
12. NE1 is a not-for-profit company limited by guarantee. The detailed rules covering membership of the company, Board membership and structure and Annual Reporting are all covered in the Articles of Association and the Memorandum. NE1 has produced an Annual Report and audited accounts each year since its establishment.

A full set of Levy Rules are available online.

The documents listed below can all be found on the NE1 website at www.newcastlene1ltd.com

- Baseline Services; NCC and Police
- Levy Rules
- NE1's Articles of Association and Memorandum





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