

### We want your views

**NE1** exists to create the best possible commercial environment for the city's businesses.

Because of the type of company NE1 is, we are required by law to ballot our levy payers every five years - if you're reading this, that's almost certainly you. This allows businesses to collectively decide whether or not they want to carry on paying for what we do. To be frank, there are a number of downsides to this for us, the NE1 team; a sometimes worrying lack of job security, many sleepless nights in the run-up to the ballot, and an enormous amount of additional work on top of the day job!

However, given the choice, would we go for the easy life and have it any other way? "No" was the unanimous answer from the team when I posed the question recently. We really care about Newcastle and we believe in the job we are doing; being directly answerable to NE1's 1,400 members - you every five years, keeps us on our toes, makes sure we are delivering a return on your investment and gives us a mandate to keep pushing at the boundaries of what we, as a city, can achieve together.

Our next renewal ballot will be held at the end of September this year. This will allow you to vote on NE1's proposed programme for the coming five years (as set out in a Business Plan to be published at the beginning of September). Between now and then we want to be absolutely sure we've got that programme right; this document sets out what we currently think it looks like, but we need your feedback to make sure we are correct.

Over recent months we have spoken to hundreds of you to get your views, we have held lots of meetings and one-to-one briefings, and we have commissioned independent surveys of consumer and business priorities, carried out by Newcastle University's highly regarded Centre for Urban and Regional Development Studies (CURDS).

We are confident this has allowed us to get this draft programme right. Have we though? Please let us have your feedback by 29th June.



Adrian Waddell Chief Executive



### **NE1** background

NE1 was established in 2009 as a private sector company. It is commercially-run and independent. It is also not-for-profit meaning that any revenues we generate are ploughed back into our programme. Our first renewal ballot was held at the end of 2013, with NE1's second five year term formally beginning in April 2014.

While initially NE1 was often thought of as being retailer-based, our business membership has always been made up of approximately 30% professional services, 30% leisure, 30% retail and 10% public sector, educational, health, cultural and charity organisations. All those businesses within the boundary with a rateable value of over £20,000 pay NE1's 1% levy.

The NE1 team is small and agile allowing us to be fleet-of-foot and responsive to the changing needs of our businesses, without losing sight of the longer-term strategic priorities necessary to ensure Newcastle keeps pace with and, where possible, outperforms our regional comparator cities for the benefit of all our sectors.

Since inception, NE1 has adopted a strategy of identifying key business priorities and has combined this with the delivery of on-theground projects to help address them. In doing so, we believe we have made a significant difference to the city, and we are really proud to say we are not alone in this; internationally, NE1 was awarded the Best BID in the EU by the German Chamber of Commerce in 2016 and we have been asked to advise Swedish, Korean and Japanese cities on the introduction and operation of BIDs in their countries.

Closer to home, NE1 has provided assistance to BIDs setting up in Leeds, Aberdeen and even Sunderland! The team has also advised on individual projects in Edinburgh, Southampton and Belfast, usually in relation to NE1 BID firsts such as Alive after Five, Newcastle Restaurant Week and NE1 Can which they wish to emulate.

THE NE1 TEAM IS SMALL AND AGILE ALLOWING US TO BE FLEET-OF-FOOT AND RESPONSIVE TO THE **CHANGING NEEDS OF OUR BUSINESSES, WITHOUT** LOSING SIGHT OF THE LONGER-TERM STRATEGIC PRIORITIES NECESSARY TO ENSURE NEWCASTLE KEEPS PACE WITH AND, WHERE POSSIBLE, **OUTPERFORMS OUR REGIONAL COMPARATOR CITIES** FOR THE BENEFIT OF ALL OUR SECTORS.





### NE1's approach

NE1's approach might best be described as "direct". It matches a soaring ambition and the pragmatism to seize new opportunities. It combines a clear vision for Newcastle with the delivery of tangible projects which help deliver that vision. And fundamental always to the approach is remembering the importance of "the day job". We don't forget the basics; a clean, safe and welcoming city, and NE1's role in providing these.

NE1's vision and priorities are determined by its members – you – and your priorities and ambitions for Newcastle. In delivering these, the team is very conscious of how fortunate our starting point is; we are based in an alreadyfantastic city which has many of the components necessary to compete nationally and internationally, and we work with an enlightened, confident and ambitious business community.

This is perhaps best illustrated by the fact that the two most consistent refrains we have heard since NE1's inception are that:

- Newcastle, in many respects, competes in the "Premier League" of European cities, and
- unless the city keeps moving forward, we will fall behind our competitors

These have been critical in informing NE1's approach and in defining what quickly became our central narrative linking all we do; Newcastle is a European Regional Capital city, and NE1's job is to build on, and champion, that in as many ways as possible.

So far, so good, you might say, but what does that mean in practical terms?

The best way to illustrate what it means is to set out what NE1 has delivered since 2009 and, if we can secure your on-going support, what our priorities are and what we are planning for the coming five years.

OVER THE PAST 10 YEARS, NE1'S ROLE IN CEMENTING **NEWCASTLE'S POSITION AS A EUROPEAN REGIONAL** CAPITAL CITY HAS BEEN SIGNIFICANT. ACROSS THE COUNTRY, THE CITIES THAT HAVE PERFORMED THE BEST ARE THOSE THAT HAVE BEEN AGILE AND ADAPTED TO CHANGING CONSUMER NEEDS QUICKLY. IN ITS TIME, NE1 HAS BEEN CENTRAL TO THIS IN NEWCASTLE.

Mark Williams, Director, Hark Group, President of Revo and Independent Chair of the Northumberland Street Area Project Board



**VISITORS ATTRACTED** PER ANNUM TO EVENTS **DELIVERED BY, OR SUPPORTED BY NE1** 



LEVERAGED FUNDING **SINCE NE1 WAS ESTABLISHED** 



# The story so far

So much has changed since NE1 was established.

Our first ballot was held as Lehman Brothers collapsed and the world economy went head first off the cliff and straight into the credit crunch. Gordon Brown was Prime Minister, Michael Jackson died, Susan Boyle was runner-up in Britain's Got Talent, the MPs expenses scandal (with its moats and duck houses!) was at its height and the Nokia 5230 was the UK's best-selling phone.

In Newcastle, the Green Market had just moved to High Friars, Eldon Square's St Andrew's Mall, Science Central and the Great North Children's Hospital were mere holes in the ground, the Get Carter car park was still standing proud on the southern skyline, the Tuxedo Princess had just left the Tyne, the Great North Museum was still the Hancock, Girls Aloud were Out of Control at the Metro Arena and Newcastle United won the Championship with Andy Carroll as top scorer.

Clearly NE1's role in getting the world economy back on track was limited! However, we have, together with our businesses, contributed to some pretty significant changes in Newcastle over the last 10 years or so.

THE PAST IS A FOREIGN **COUNTRY, THEY DO THINGS DIFFERENTLY THERE.** 

L.P. Hartley, Author, 'The Go-Between'





### A strong voice for business

When we issued our first Business Prospectus in 2008, it opened with the promise that NE1 would provide "an effective leadership voice for business on operational and strategic issues, keeping business interests at the top of the political agenda." We also promised that NE1 would "challenge the status quo where necessary".

Experience tells us that this has remained the case and that NE1's work in this area continues to be a top priority for our members. In practice, this covers a wide range of issues, from the operational (changes in traffic priorities to paving and lighting maintenance) to the strategic (transport planning to working with inward investors and trade missions from around the world).

NE1's work in retaining the focus on business interests is (we hope) evident across our programme. It includes lobbying and working with the local authority on the increasing need to provide a top-class consumer experience if we are to entice the public off their computers and into the city centre and, as part of this, pushing for the highest possible quality of public realm.

The real benefits of this input can be seen in relation both to the ongoing Northumberland Street Area project and the Bigg Market redevelopment. That they are happening in the first place is a great demonstration of the common vision for the city centre shared by Newcastle City Council and NE1. That they are being undertaken not simply as capital projects, but as a means of ensuring Newcastle's ongoing commercial sustainability and competitiveness, is enlightened.

Likewise, workforce development has remained a high priority. Currently, NE1 Can has worked with over 700 young people, 89 businesses and over 40 schools and youth providers. Quite an achievement in the 18 months it has been running.

Catalysing these sorts of projects is central to NE1's role. Also fundamentally important is the ability to be pragmatic and to seize a wide range of opportunities to benefit Newcastle as they arise. Examples (which may initially seem slightly "left-field" but which fit the strategic requirements of many NE1 members) include working on international links for trade and investment purposes; over the last year we have hosted diplomatic and trade delegations from the US, India, Korea and the Middle East that would not otherwise have happened.

NE1 has also developed excellent networks across Whitehall and with a range of national organisations such as the British Property Federation, the British Retail Consortium and Revo, all of which allows us to gauge Newcastle's development vis-àvis other cities and exposes us to further opportunities gleaned from what is going on elsewhere. From a reputational perspective, it also allows NE1 to present Newcastle (and indeed some of the sector-leading work NE1 does, for example with the Bank of England) in a positive light on a national stage. Co-founding the newlyestablished Northern BIDs group (covering the Northern Powerhouse geography) is a further example of NE1's acknowledgement of the importance of learning from others.

**Key facts** 

£24.5M

Central Station

£3.2M

Northumberland Street Area project

£3.2M

project value for the Bigg Market project



# The city environment

The NE1 Street Rangers and Rapid Response Clean Team began work in July 2009 and are out on the streets 363 days a year tackling a multitude of issues. Their duties range from helping lost tourists to the delivery every fortnight of 25,000 copies of NE1's Get into Newcastle magazine, from working with Police to target aggressive begging, to cleaning off graffiti, and from removing the detritus of "the night before" to getting our businesses' drains unblocked, broken paving stones replaced and street lamps fixed.

Over the last nine years they have collected in the region of 70,000 black bags of rubbish from the city's streets, helped businesses with 45,000 separate issues and responded to 49,000 rapid response Clean Team requests.

Over that same period, NE1 has also worked hard to improve the city's physical environment and experience. Projects range from the very small scale, such as the Relaxation Station tables and chairs on the Quayside which allow people to sit by the river and enjoy watching the boats on NE1's Newcastle City Marina, to the Chinese Garden on Stowell Street, the Sir Bobby Robson Memorial Garden, the annual Quayside Seaside with its pop-up restaurant, Screen on the Green in Old Eldon Square, the renovations of St Nicholas' Square, the Central Station development, and, more recently, the major capital intervention in the Bigg Market and the upcoming investments in the Northumberland Street and Blackett Street area.

**Key facts** 

from the city's streets per annum

jobs completed per annum

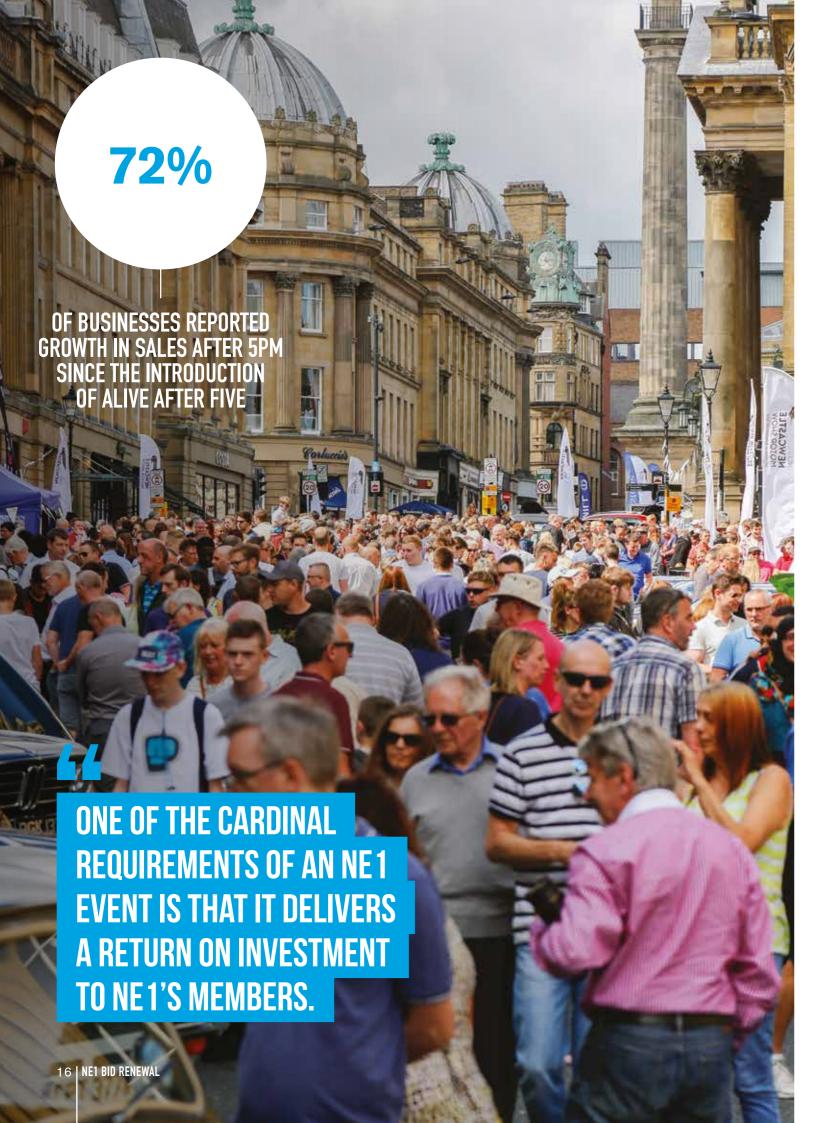
the city centre per annum

5.200 City Council per annum

A GOOD CITY IS LIKE A **GOOD PARTY — PEOPLE STAY** LONGER THAN REALLY NECESSARY, **BECAUSE THEY ARE ENJOYING** THEMSELVES.

Jan Gehl, Gehl Architects





## **Marketing** and events

Driving footfall to Newcastle's many existing attractions and helping to create as many new reasons as possible to come, have always been NE1 priorities; and NE1's unique Alive after Five initiative has certainly delivered on both of these.

It is no exaggeration to say that since its launch in October 2010 Alive after Five has transformed Newcastle. Over that period, the majority of Newcastle's shops staying open until 8pm across the week, the introduction of free parking after 5pm, a heavy weight marketing campaign and a series of new events, have attracted an additional 13.7m visitors to the city centre in the early evening. Their estimated spend since launch is £839m and the period between 5pm and 8pm now forms approximately 20% of the day's trade.

And it is not simply the shops which have benefited. The city centre has seen 78 new restaurants open since 2010 and pubs, bars, theatres and cinemas have all seen increased numbers as, more and more, people enjoy combining different elements of Newcastle's fantastic offer.

And NE1 hasn't just targeted the evening trade; we've held Zapcat powerboat racing and university rowing on the Tyne, we've run Newcastle Fashion Week, NE1 Restaurant Weeks (15 of them), and the NE1 Motor Show.

We're proud sponsors every summer of Pride and Magic Weekend, and are delighted to contribute to Chinese New Year celebrations. The Quayside Seaside and Screen on the Green have become fixtures in the annual city centre calendar and Welcome Students of the World, again unique in the world, gets the academic year off to a fantastic start for those arriving in Newcastle from 152 countries across the globe.

Some of our more observant readers will have noticed that not all these events still go on. This is because one of the cardinal requirements of an NE1 event is that it delivers a return on investment to NE1's members; if a new event can deliver a greater return than an existing one, it will be replaced, hence Zapcats making way for the NE1 Motor Show.

And there are, of course, a number of different ways of driving footfall, the most direct of which is probably simply shouting about all the great things going on in Newcastle. NE1, following the "shy bairns get nowt" mantra, is very happy to do this and we do, loudly, by promoting our businesses through the extremelywell-regarded Get into Newcastle magazine (25,000 copies every two weeks) and website (120,000 hits for Restaurant Week alone, and with hundreds of offers and events at any given time) and our significant social media channels that now have in excess of 100,000 engaged followers. **Key facts** 

M6883

the launch of Alive after Five

13.7M

attracted post 5pm

340,000

to events delivered by, or supported by NE1

25.000 delivered fortnightly



# The coming five years

We are very proud of our track record of delivery. That said, we fully understand that, while that may be helpful in terms of trust and credibility, what is most important to NE1 businesses is the return on their investment we are proposing for the next five years.

NE1's proposed programme for a third term can be characterised as being made up of two main elements:

- More of the same, but better
- New initiatives

This enables both consistency of delivery; the continuation and development of existing projects, and the introduction to the programme of significant new priorities aimed at tackling issues which NE1 – and our businesses if we have understood you correctly – believes will be increasingly important challenges over the coming years.

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THE NEXT BID TERM WILL SEE CONTINUATION AND FURTHER DEVELOPMENT OF NE1'S PROJECTS THAT HAVE A PROVEN TRACK RECORD OF DELIVERING FOR BUSINESS. THIS, COMBINED WITH AN AMBITION TO DRIVE FORWARD WITH NEW AND EXCITING PROJECTS, WILL HAVE A TRANSFORMATIONAL IMPACT ON NEWCASTLE IN THE NEXT FIVE YEARS.



Adam Serfontein, Managing Director, Hanro Group and Chairman, Newcastle NE1

# A stronger voice for business

In 2018 we all find ourselves in a very different Brexit-affected world to that of 2013 or 2008 when NE1 previously held ballots. With a number of projections pointing to a potentially significant economic hit for the North East, the feedback we are getting from our members is very clear; NE1, along with our partners, needs to work harder than ever to help grow Newcastle's economy. This means taking every opportunity to secure more inward investment, to further develop international trade and transport links, to better promote Newcastle's genuine world-leading economic specialisms and assets, and to help raise the region's positive profile as widely as possible.

As such, as a very-low-cost-buthigh-impact part of NE1's proposed programme, over a third term we will continue taking opportunities as they arise to promote the city to investors from around the world. Further developing NE1's US, Indian and Chinese relationships will be central to this, as will working with Transport for the North and our local partners on improving the city's transport links.

We will also continue to work with Newcastle Council on delivery of the various on-going city centre capital developments including those relating to the Northumberland Street Area, Blackett Street, East Pilgrim Street and the Bigg Market. The purpose of these is to create a world-class city centre experience appropriate to a European regional capital city and NE1's focus will, of course, be based on the cardinal principle that Newcastle's competitiveness is at the heart of the agenda and that only excellence will do. Supporting this, NE1 will continue to support our award winning Alive after Five initiative,

maintaining free car parking after 5pm in the city council's multi-story car parks and promoting this via a heavyweight marketing and events programme.

And (while recognising the risk of becoming guilty of repetition), we will not forget the day job. NE1's bread and butter work; providing the best possible day-to-day environment for business to flourish, remains top of the list. As such, our Operations team, together with the Street Rangers and rapid response Clean Team, will still be there going the extra mile to resolve those most unglamorous (but vital) challenges we all face, be they graffiti removal (or worse), helping deal with rough sleeping, or advising businesses on upcoming utilities works.

#### Over the next 5 years, NE1 will;

- Work with our partners to raise awareness and perceptions of the city at a regional, national and international level
- Continue to lobby for increased investment in Newcastle's regional, national and international transport links
- Work with public and private sector partners on the completion of the Bigg Market project and phase 1 of the Northumberland Street Area project
- Alive after Five subject to approval from Newcastle City Council and a positive BID vote, NE1 will continue to fund free parking after 5pm in the Council's multi-storey car parks and the associated heavy-weight marketing campaign
- Continue to grow NE1's workforce development programme, NE1 Can

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# **Curating the experience**

NE1 will continue to run its portfolio of events for as long as they are growing and delivering higher year-on-year levels of return on investment. This means the continuation of staples like Restaurant Week, the Newcastle Motor Show, the Quayside Seaside, Screen on the Green and Welcome Students of the World etc.

There is lots of potential though to do so much more. Last Christmas the addition of a Helter Skelter, fairground rides and Hadrian's Tipi to the festive offer drew huge crowds (demonstrating a real demand). Bearing in mind the scale of Christmas in other cities (Edinburgh and Hamburg for example) there is enormous scope to transform what we do in Newcastle. And we believe if done properly this can be not only a great footfall draw, but a commercial opportunity generating revenues which NE1 can then reinvest in the city centre.

With the redevelopment of the Bigg Market, the St Nicholas' Cathedral project, the fantastic recent investment in the Castle and Black Gate and the opportunities presented by our two walls (Hadrian's and the Town), not to mention our stunning Georgian architecture, Newcastle's heritage and cultural offer is on a high That said, a little more coordination of the efforts of those responsible for these fantastic projects could, we believe, result in a "packaged" heritage offer in Newcastle every bit as attractive as those of other cities more commonly associated with cultural tourism such as York, Chester and Bath. Again, obviously, increased footfall would be the result.

#### **Environment**

Creating the right physical environment is clearly part of the wider experience of a city centre. Welcoming, clean, safe and green have always been core elements of the NE1 programme and they will continue to be so throughout a third term.





- Continue to run and further develop events that have a proven return on investment including; Screen on the Green, Newcastle Pride, the Newcastle Motor Show, Newcastle Restaurant Week, and Welcome Students of the World
- Continue to fund NE1's well regarded and much appreciated Street Rangers and Rapid Response Clean Team
- Provide a step change in the approach and scale of Newcastle's Christmas and New Year experience
- Better promote and enhance Newcastle's heritage core

# **New initiatives;** "getting ahead of the game"

Talking to our businesses, it is clear that as well as considering the challenges facing Newcastle in 2018, we need to look ahead to the likely key issues of 2024 (i.e. the end of a third term).

The world is changing. The economic and political circumstances in which we all find ourselves are likely to undergo potentially-seismic changes (Brexit and Devolution spring to mind as the most obvious). Beyond this, all city centres are facing arguably unprecedented levels of competition as they seek to attract both consumers and businesses. The internet, out-of-town centres and other cities increasingly all have their appeal to consumers (to the extent that some forecasts predict a 20-40% decrease in the requirement for retail floor space over the coming 10 years). Equally, investors, developers, as well as expanding and new businesses can increasingly choose to invest or locate wherever they wish across the globe, and will do so according to which best meet their business requirements be that in Newcastle, Stockholm, San Francisco, Sydney, Delhi, Seoul...?

One of the keys to remaining competitive is obviously creating the recentlymuch-spoken-of all round "experience" for both consumers and businesses. NE1's whole programme is, of course, aimed at achieving (or contributing) to this. The new proposed projects set out in this section, we believe, will be particularly significant in delivering this.

### IF YOU DISLIKE CHANGE, YOU'RE **GOING TO DISLIKE IRRELEVANCE EVEN MORE.**

General Eric Ken Shinseki, United States Army





## **Digital innovation**

NE1 had a visit last year from a Korean construction industry delegation. They wanted to know more about our work in Newcastle. During the course of our various conversations, one of the visitors mentioned that in Seoul anyone can download an HD film onto their smart phone in three seconds.

On a straightforward consumer level this would of course be fantastic as much of the lives we live is now experienced online. However, bearing in mind that, in this global world, Newcastle is in competition with Seoul as much as anywhere else, the value of top notch digital infrastructure as a means of attracting and retaining business is immediately obvious. We have since been on a (very steep) learning curve looking at possible ways of providing worldclass connectivity speeds across Newcastle. We are in discussions with a range of local, national and international businesses. These have all reinforced both the importance

and the feasibility of developing the necessary infrastructure. In short, we are confident that over a third term NE1 will be able to play a significant role in introducing the step change in connectivity, which will help Newcastle to better compete nationally and internationally.

Innovation has long been a 'golden thread' running through Newcastle's history; from our status as a worldleading city during the industrial revolution through to present day, boasting the largest growth rate for tech start-ups for any UK city outside London.

Working with our partners, primarily the Universities and Newcastle City Council, NE1 will investigate the potential to invest in and deliver people orientated projects that underline Newcastle's position as an innovative, progressive city that embraces technological developments and the difference they can make to people's lives.

The aim of all of these will, of course, be an improved business environment in NE1, with those in the frame at the moment likely to focus on digital opportunities to:

- better exploit Newcastle's extraordinary heritage and historic culture
- perfect a "last mile" delivery and distribution solution
- use the city centre to showcase the digital technologies in which the region has such strengths



- Work with our partners to improve Newcastle's digital infrastructure for both visitors and businesses
- Invest in innovative digital projects that improve the business environment of the city centre



## Attracting a wider audience

Newcastle city centre welcomes people from at least 152 different countries of the world each year attracted by the offer, the education, the opportunity, and the quality of life. In many respects it is therefore very diverse and cosmopolitan. However, particularly in relation to the local population, there is a great deal more we can do to bring people in; by way of example, while it would not be obvious walking down Northumberland Street, official figures set out that 33% of primary age children in Newcastle are non-white British or that 21% of Newcastle's population are aged 16-25, which is significantly higher than the national average of 13%.

NE1 believes there is therefore a great opportunity to widen the city centre's appeal. The first step in this is to work with those organising popular events (such as the Mela, Diwali and Chinese New Year) to use the city centre as a fantastic venue in which to celebrate.

Also, it is widely acknowledged that Newcastle is fortunate to have cultural venues of national and international significance. Beyond this, the city centre also has a critical mass of 'grass roots' community based cultural venues that house a wealth of talent, creativity and 'can-do' spirit. The commercial opportunity in maximising the wider impact of these cultural organisations with regard to both perceptions and visitor experience is significant.

We believe this will benefit city centre businesses in the immediate term and that it will lead to a wider, more diverse year-round offer which, in turn, will have a wider appeal to both the local population and to visitors. As the city grows, we need to lay solid foundations for further development of the city's offer. As such, NE1's delivery needs to change and evolve so that the city remains relevant and attractive to all of the people that use it.





- Support and deliver additional events that attract increasing numbers of people into the city centre
- Broaden the demographics of visitors to the city centre by focussing on family orientated and culturally diverse events



# All things green

NE1 will not solve the issues of global warming and environmental sustainability itself (obviously!). However, as "green" issues become ever more important to our members, NE1 will, over a third term, do its bit to deliver on this priority. There are two main areas in which we believe we can make a difference. The first relates to air quality and the introduction of more green spaces in the city centre. We can deliver on this by removing traffic for example from Blackett Street and by helping to ensure that environmental features are 'hard wired' into all the on-going capital developments including those in the Northumberland Street Area, Bigg Market, East Pilgrim Street and Science Central.

Beyond this, NE1 contributed to the Newcastle Waste Commission's investigation into the challenges of waste, recycling and urban sustainability. As such, we feel uniquely well placed to work with our businesses and deliver communal/ geographic based recycling where there is demand with the aim of saving our businesses money, de-cluttering the city streets of the plethora of private bins and reducing emissions associated with collection vehicles.



- 'Hard wire' greening as a fundamental element of NE1's physical projects moving forward
- Work with businesses to identify demand for, and feasibility of providing communal recycling facilities
- Work with partners to reduce vehicle omissions in the pedestrian core of the city whilst ensuring accessibility is maintained and improved



## Capitalising on our waterfront

The Tyne and Newcastle's famous seven bridges are instantly recognisable. The river was central to Newcastle's historic economic development, helping the city to a position in the mid-nineteenth century whereby it had the highest per capita income in the world.

While the Tyne perhaps plays a less significant economic role today, its north and south banks have been regenerated to an extent unimaginable 25 years ago. On the river itself, NE1's Newcastle City Marina has been used as a base for a range of events including Zapcat racing, University Boat Races, and has hosted a flotilla of more than 60 Dutch boats over a single weekend.

Combined with the Quayside Seaside and our Relaxation Stations, we have shown how investing in this iconic location can raise perceptions, quality of experience and perhaps most importantly, drive economic benefit for our members.

But this need only be the start! The river and Quayside provide an iconic opportunity to cement Newcastle's position as one of Europe's finest waterfront regional capital cities. Across the river, Gateshead's exciting plans for the conference centre and arena will deliver significant commercial opportunities in the future Looking at the Quayside in its entirety (including the north and south banks and, of course the river itself) there

is a strong economic rationale in planned, co-ordinated investment that delivers tangible benefits in the short term, but also lays the foundations for future years as further developments move forward, such as the huge Forth Banks/Arena site to the west of the Quayside.



- Invest in the public realm with the river and people as the focus to make the most of this waterfront location, driving footfall, dwell time and spend in the process
- Work with businesses on an annual events programme that, combined with the physical investment, raises awareness and perceptions of the area as a destination in its own right
- Identify funding streams that can be leveraged (as NE1 has done successfully in the past with the Central Station, Northumberland Street and Bigg Market projects) to maximise the impact of NE1's investment



### **Process and** feedback

#### **Ballot**

We will be holding our ballot in the autumn, with a ballot date of 18th October 2018. We will produce and distribute a formal Business Plan in early September 2018. This will include the feedback we receive on this document as well as from our wider consultation.

#### **Process**

The process for arriving at the final Business Proposal includes:

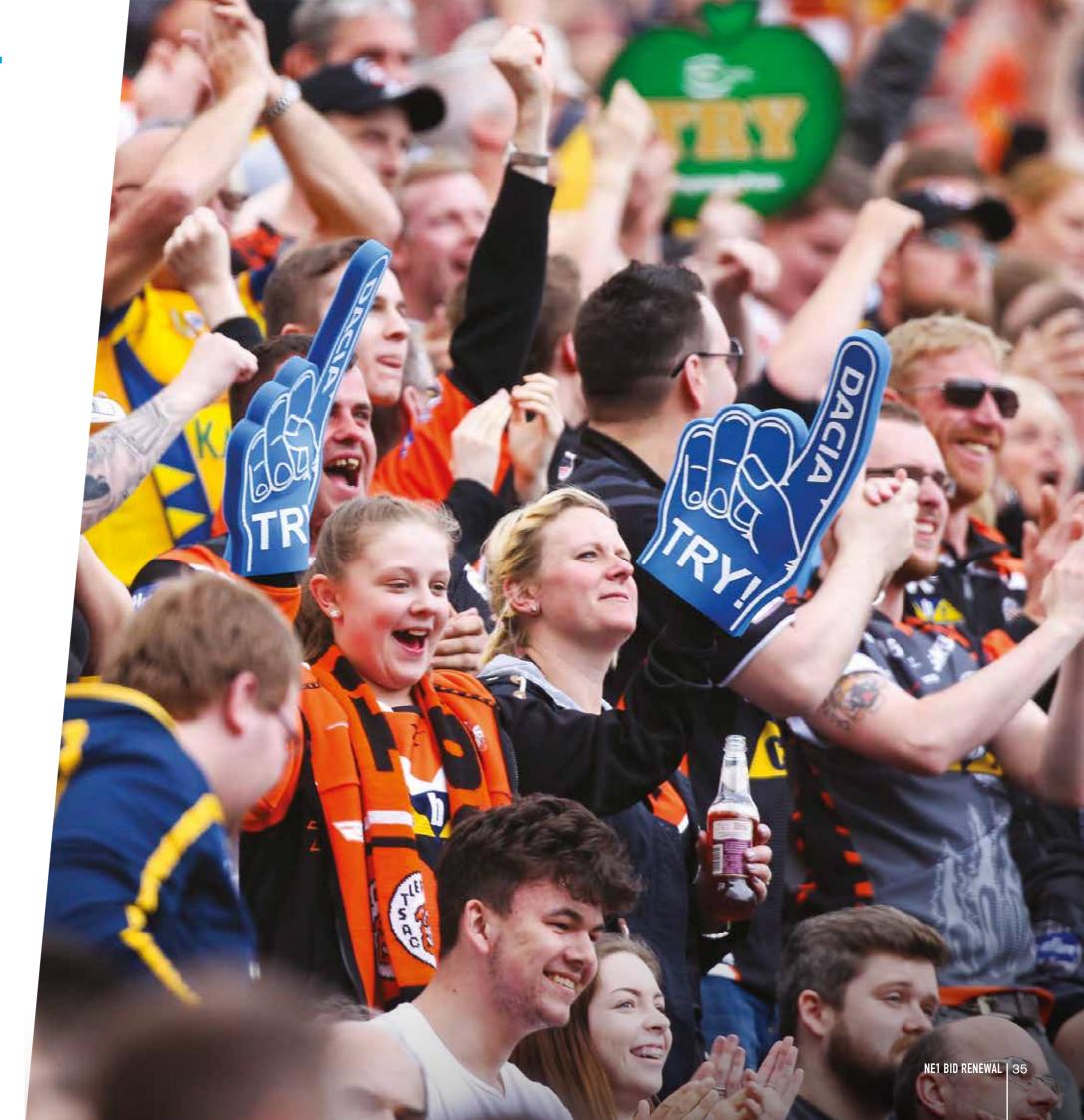
- One-to-one meetings with businesses
- Regular meetings with business groups
- Phone calls to local contacts and HQ's
- NE1's regular, daily interactions with its businesses
- · Seeking feedback from businesses on this consultation document
- Survey results from CURDS research

#### **Feedback**

- Have we got our priorities right for another five year term?
- Are there other issues we should be addressing or projects we should be delivering?
- Is the balance between our currently stated priorities correct?

If you have not yet given us your views, please do take the opportunity to do so now; we want to be sure we have got this right!

You can do this by writing to me at our Milburn House address or by emailing me at adrian.waddell@newcastlene1ltd.com. Alternatively, you can call me on 0191 235 7092. I look forward to hearing from you.



### **Meet the team**

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### 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 15 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\*

Non-Executive Chairman, Newcastle NE1 Ltd Managing Director, Hanro Group

#### **Gavin Black CBE\***

Non-Executive 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 & Company Director, Gardiner Richardson

#### **Georgie Collingwood-Cameron\***

Managing Director, **Admiral Associates** 

#### Jo Feelev\*

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\***

Store Director, Fenwick

#### Steven Kyffin\*

Pro-Vice Chancellor, Business and Enterprise, Northumbria University

#### **Tania Love\***

Director, FaulknerBrowns

#### Tom Caulker\*

Owner, World Head Quarters

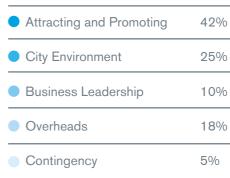
\*Non-Executive director

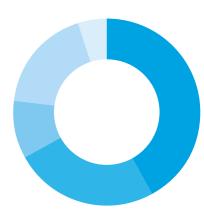


### **Finances**

NE1 raises c£2m per year from the Levy. In addition to this it brings in funding from external sources wherever possible. With some contributions already secured (assuming a positive vote) we are confident that a third term would see a similar level of additional funding brought into the city centre as per our previous two terms.

Our final Business Plan will provide more detailed figures, but broadly, at this stage, we would expect our spend to be split as set out below and based on an annual average income over the term of £2m.

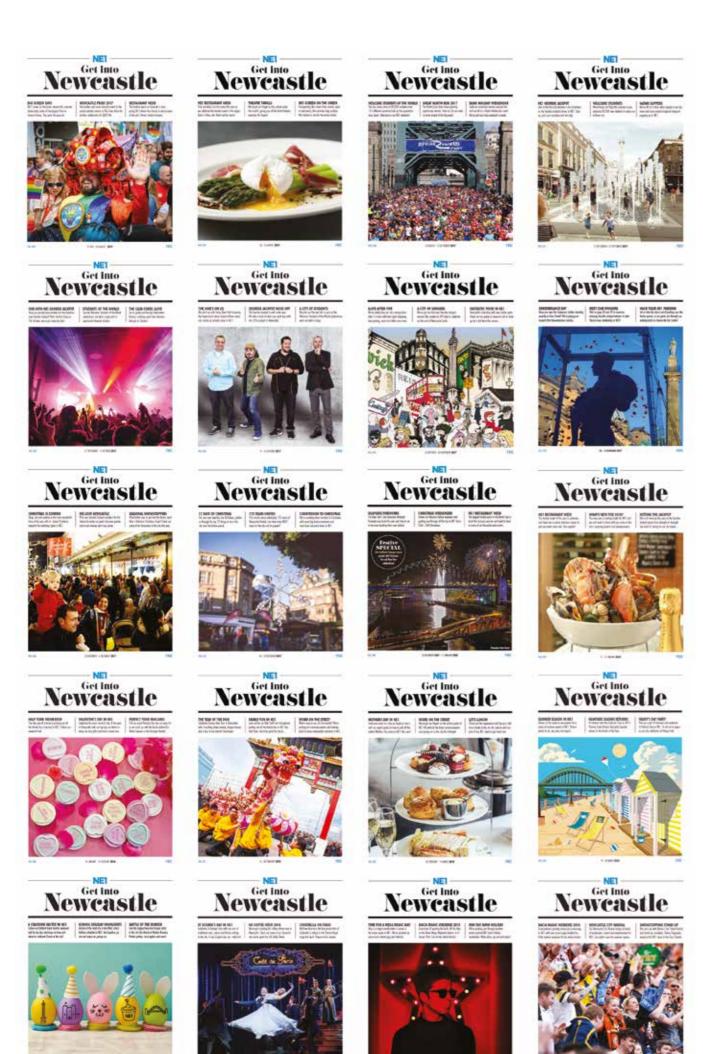




### **Evaluation**

Throughout its second term NE1 has commissioned in depth analysis of its programme with both businesses and consumers. This has primarily been carried out by Newcastle University's Centre for Urban and Regional Development Studies (CURDS) but has been supplemented with additional work where required.

The results of this research demonstrate high levels of consumer and business satisfaction with NE1, with many of the resulting survey figures and statistics appearing in this document. NE1 also collects data provided by the businesses it works with on an ongoing basis to continuously evaluate the projects we deliver. We will continue to do this over a third term.





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