



NEW PLANS
NEW POSSIBILITIES
NEW OPPORTUNITIES
NEWCASTLE

The story so far

Since inception, NE1 has adopted a strategy of identifying key business priorities and has combined this with the delivery of on-the-ground 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.

£3.2m

FOR PHASE 1 OF THE
NORTHUMBERLAND STREET
AREA PROJECT

13.7m

ADDITIONAL VISITORS POST
5PM SINCE LAUNCH OF THE
ALIVE AFTER FIVE INITIATIVE

340,000

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

7,800

BLACK BAGS OF LITTER
REMOVED FROM THE CITY'S
STREETS PER ANNUM

£839m

ESTIMATED VALUE OF
CONSUMER SPEND SINCE
LAUNCH OF ALIVE AFTER FIVE

5,200

JOBS REPORTED TO POLICE
AND CITY COUNCIL BY NE1
STREET RANGERS PER ANNUM

£24.5m

INVESTMENT FOR NEWCASTLE
CENTRAL STATION

£3.2m

PROJECT VALUE FOR THE
BIGG MARKET PROJECT

3,650

NEEDLES REMOVED FROM THE
CITY CENTRE PER ANNUM

5,475

RAPID RESPONSE CLEAN TEAM
JOBS COMPLETED PER ANNUM

£31.9m

LEVERAGED FUNDING SINCE
NE1 WAS ESTABLISHED

25,000

NE1 MAGAZINES
DELIVERED FORTNIGHTLY

The next 5 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

One of the keys to remaining competitive is obviously creating the recently-much-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 below, we believe, will be particularly significant in delivering this.

More of the same, but better

A stronger voice for business

- 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

Curating the experience

- 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

Digital innovation

- 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

- 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

- '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 emissions in the pedestrian core of the city whilst ensuring accessibility is maintained and improved

Capitalising on our waterfront

- 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

We are very proud of Newcastle and of the contribution NE1 has been able to make to its on-going development. But don't worry, there's no prospect of NE1 seeking to rest on its laurels; much of this we will continue to do, and we're always looking for new opportunities too. But do get in touch. Have we got this right? Is there anything else we should be doing?

Ballot

We will be holding our ballot in the autumn, with the ballot period open from 24th September until the 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 Adrian Waddell, Chief Executive, at Newcastle NE1 Limited, Suite A8, Milburn House, Dean Street, Newcastle Upon Tyne, NE1 1LE or by emailing adrian.waddell@newcastlene1ltd.com. Alternatively, you can call **0191 235 7092**.

