

One City One Vision One Purpose One Newcastle



Contents

We want your views	5
Our approach	7
Your priorities	9
The story so far	10
NE1 in numbers	12
Stronger voice for business	14
Attracting and promoting	16
City environment	18
The next five years	20
Stronger voice for business	22
Attracting and promoting	24
City environment	26
Conclusion	28
Process and feedback	30
Meet the team	32
Governance	33
Finances	34
Evaluation	34

Process and key dates

A key factor in NE1’s success to date has been the strong support and guidance provided by the city’s business community. As such, your views are essential in helping shape our Business Plan for the next 5 years.

Consultation document issued: 15th June 2023

Consultation closes: 14th July 2023

Business Plan issued: 4th September 2023

Ballot papers issued: 18th September 2023

Ballot closes: 19th October 2023



We want your views



NE1 was established by the city's business community in 2009 **to create the best possible trading environment.**

In that time, NE1 has become a **key player in the civic governance of the city**, guiding and influencing the strategic direction of the city, as well as **directly delivering projects that have had a significant impact on business**, and the people of Newcastle.

Every five years NE1 ballots its 1,400 members, the businesses of Newcastle. Our next ballot will be held in September, and **it is the businesses of the city that will collectively decide whether to continue supporting NE1**, and if so, the priorities we should focus on.

Over the past few months, we have spoken to **hundreds of the city's businesses**, combined with independent external business and consumer research to inform the themes of this consultation. From these conversations, we are confident we have got this right, but what are your views?

Now is the time to ensure your voice is heard.

I do hope you will contribute and help shape NE1's programme for the next five years. **Let us know your thoughts and feedback by emailing Stephen.Patterson@NewcastleNE1Ltd.com or calling me on 0191 235 7092.**



Stephen Patterson
Chief Executive, Newcastle NE1 Ltd

“ A city is not judged by its length and width, but by the broadness of its vision and the height of its dreams.”

Herb Caen

Newcastle is already a fantastic city. It is NE1's job to make it even better, one project at a time.



NE1's Quayside planters



NE1's Play Rebellion installation



NE1's Summer in the City

£37.5m+

in funding secured for the retail core

Our approach

NE1 is an independent, commercially run, non-profit company led by a heavyweight Board of Directors that is representative of NE1's membership. The highly motivated NE1 Executive Team, who deliver all of our projects is, by design, **lean, nimble and responsive to business needs**.

NE1's approach is pragmatic and ambitious because over our past three terms, the city's businesses have consistently reiterated their desire for Newcastle to be seen as one of Europe's premier cities.

As such, the projects NE1 champions and delivers have focused on **long-term strategic investment**, married with vitally important, short-term initiatives **that make Newcastle a vibrant, attractive and fun place to be**.

347,000

visitors attracted per annum to events delivered by, or supported by NE1

All of NE1's projects are focused on delivering **a tangible return on investment** and are necessarily diverse because NE1 represents all sectors and geographic areas of the city centre.

Central to achieving this has been focusing NE1's efforts and resources where they will deliver the **maximum commercial benefit for our businesses**.

NE1's resources are finite and as such our approach is varied, directly delivering projects where we can, working in partnership with organisations where they share our vision and, at times, challenging those organisations who could, and should, be doing more.

Newcastle is a great city with all of the components of a European regional capital. World-class architecture and cultural venues, an iconic waterfront, a top-tier football club, world-famous nightlife, exceptional educational institutions, a regionally dominant retail offer and an ever-growing professional services sector.

The NE1 team are dedicated to ensuring Newcastle takes its rightful place nationally and internationally as **one of the finest cities in which to live, work, and to visit**.



Your priorities

Based on discussions with businesses, combined with independent consumer and business research, we believe your priorities are;

- **Stronger voice for business;** making the case for increased investment in the city centre, working with public and private sector partners to drive long-term economic growth
- **A city open for business;** improving access and links to the city, including parking and public transport provision
- **Getting the basics right;** ensuring Newcastle is cleaner and safer, with increased police visibility and response
- **Curating the experience;** celebrating the different areas and quarters of the city that make Newcastle unique whilst providing operational assistance and support for businesses
- **Attracting;** delivering, facilitating, or partnering with events large and small to drive footfall and spend, and raise perceptions of the city
- **Promoting;** delivering heavyweight integrated marketing campaigns to drive visitors, as well as a year-round focus on comprehensive digital and social media marketing support for the city's businesses
- **Greening and sustainability;** delivering permanent and temporary city centre greening and biodiversity, as well as waste rationalisation and communal recycling

The story so far...

When we drafted the consultation for our last ballot in May of 2018, few could have predicted the external factors which lay in store.

A global pandemic lasting two years, the Government closing businesses and confining people to their homes. War in mainland Europe, an energy crisis, sky-rocketing inflation and domestic political turmoil resulting in four prime ministers in five years.

It is a storyline more reminiscent of a dystopian feature film, but through skill, expertise and often sheer bloody-mindedness, Newcastle's business community have adapted, adjusted, and remain unbowed.

By necessity, NE1's delivery during the pandemic had to adapt to meet the needs of our businesses; pivoting quickly from curating the city centre experience, attracting people into the city and driving trade, to helping businesses secure grants, disseminating Government guidance and expert interpretation of regulations in a rapidly changing and complex environment and lobbying local and central government on the pressures businesses were facing whilst always keeping one eye on the longer term plan.

There is no doubt the current environment is challenging, but the city is firing on all cylinders. We are experiencing unprecedented levels of public and private sector capital investment. The number of people living and working in the city is growing. It is changing the city for the better before our eyes.

The economic foundations for Newcastle are solid and the city is in the best possible position to take advantage of the commercial opportunities that lie ahead.

“ A smooth sea never made a skilled sailor.”

Franklin D. Roosevelt



£41.4m

investment secured for the city centre over the past five years

£470,000

awarded to 224 businesses as part of NE1's Pavement Café grants

1,450+

attendees to NE1 CAN events this year



NE1 in numbers...

<div>Stronger Voice for Business</div> <div></div> <div>£41.42m</div> <div>for every £1 raised in BID levy, NE1 secured £4.60 in funding.</div>	<div>Attracting and Promoting</div> <div></div> <div>347,000</div> <div>visitors attracted per annum to events delivered by, or supported by, NE1. Enough to fill St. James' Park seven times over.</div>	<div>City Environment</div> <div></div> <div>2,500+</div> <div>business interactions per annum.</div>	<div>City Environment</div> <div></div> <div>840m</div> <div>of graffiti removed annually – equivalent to the distance from Grey Street to the Law Courts.</div>
<div>Stronger Voice for Business</div> <div></div> <div>£54m</div> <div>in Covid grants – NE1 helped businesses obtain the maximum grants they were entitled to.</div>	<div>Attracting and Promoting</div> <div></div> <div>£22.1m</div> <div>economic impact of NE1's events programme.</div>	<div>City Environment</div> <div></div> <div>8,000+</div> <div>public interactions per annum.</div>	<div>City Environment</div> <div></div> <div>80%</div> <div>of losses recovered by NE1's Street Rangers.</div>
<div>Stronger Voice for Business</div> <div></div> <div>£470,000</div> <div>pavement café grants distributed to 224 businesses.</div>	<div>Attracting and Promoting</div> <div></div> <div>175,000+</div> <div>social media followers – equating to more than 50% of Newcastle's population.</div>	<div>City Environment</div> <div></div> <div>c.6,000</div> <div>fewer bin lorry journeys per annum as a result of NE1's consolidation schemes.</div>	<div>NE1 CAN</div> <div></div> <div>3,750+</div> <div>employer encounters delivered annually by NE1 CAN.</div>

Stronger voice for business

Creating a strong, effective voice for the city's business community was one of the central pillars that NE1 was founded on in 2009.

Broadly, lobbying and advocacy work falls into two main categories:

- **Strategic** – lobbying for much needed changes that improve the business environment, such as capital investment or policy changes
- **Operational** – those issues that make a difference to businesses on a day-to-day basis such as bins, loading bays, loose paving stones or traffic junction issues

Over the past five years, the most significant return for NE1's lobbying has been the **£37.5m funding secured to transform the city's retail core**. Work began in 2022, with Grey Street work beginning in early 2023 and more areas of the retail core following soon. This is of huge strategic importance, as Pilgrim Street and the additional 15,000 workers it will be home to, is set for completion in 2027. Coupled with the **£10m investment secured for the Grainger Market**, this will deliver a 'once in a generation' investment in the city's retail experience.

This long overdue capital investment is to be celebrated, but creates significant issues for businesses whilst works are ongoing. NE1 has been on businesses' side throughout, both championing investment, and helping mitigate disturbance and solve issues during the construction phases.

A fantastic example of operational lobbying has been the creation of NE1's Business Crime Reduction Partnership. Set up in response to businesses' issues concerning retail crime and antisocial behaviour, **the partnership now has over 120 members** and is expanding due to wider business engagement.

During the pandemic, NE1's lobbying activities were drawn into sharp focus. Responding at pace to businesses' issues and working with industry bodies such as The BIDS Foundation, British BIDs, and UK Hospitality to amplify and coordinate messaging, NE1

also lobbied directly through conversations with the relevant Government departments.

NE1's lobbying efforts **secured £470,000 in direct grants** to help hospitality businesses adapt to outdoor dining, resulting in Newcastle now having **more pavement cafes per capita than any other city outside London**.

Beyond this, NE1 championed business interests on a number of high profile issues such as:

- **Clean Air Zone** – making the case for low-paid city workers who have no public transport options, resulting in private vehicles being exempt from the £12.50 daily charge and championing grants for businesses to adapt their vehicle fleet
- **Evening car parking charges** – making the case for essential city workers who work outside of office hours and are vital to the operation of the city, such as glass collectors, cleaners, and stock room operatives, which resulted in limiting charging to 7pm instead of 10pm as initially proposed
- Supporting the **expansion of the Combined Authority**, which from the 1st May 2024 will include Gateshead, Durham, Sunderland and South Tyneside unlocking £1.4 billion of investment over 30 years



NE1 Street Rangers

Key facts

£37.5m+

funding secured to transform the city's retail core

£470,000

secured in direct grants to help hospitality businesses

120+

businesses now part of NE1's Business Crime Reduction Partnership



Attracting and promoting

Promoting what is unique, and attracting a wider audience, has been a mainstay of NE1's programme delivery since we were established.

This is both critical for our consumer orientated businesses such as retail, leisure and culture venues, but also in creating a vibrant, cosmopolitan city experience that helps attract and retain professional service talent.

Even with two years of pandemic, NE1's events delivery has been significant. NE1 has played a critical role in securing and delivering major events such as the **Heineken and Challenge Cup Finals, the Rugby League World Cup, three Super League Magic Weekend events, and UK Pride**, all in addition to NE1's annual programme of events including **Newcastle Restaurant Week, Screen on the Green, Summer in the City** and an **ever-improving Christmas experience** with a **three-day New Year's laser show** spectacular on the iconic Quayside.

Pandemic aside, when NE1 has been able to deliver events, they have **attracted over 340,000 people per annum** to the city on average.

Matching NE1's events delivery, the marketing and promotion of the city, its events, and businesses has evolved significantly over the past five years. With a far greater focus on our digital and social media delivery, NE1 now has over **175,000 followers across all platforms**.

NE1's heavyweight delivery channels including a seasonal magazine, traditional advertising and prolific PR delivery mean our marketing channels provide a heavyweight 'always on' programme that celebrates the quality and diversity of Newcastle's offer. This has enabled NE1 to become an invaluable extension of our businesses' marketing teams.

Key facts

£1.8m

Newcastle Restaurant Week economic impact

31,000

attendees to NE1's activities in Old Eldon Square during the summer holidays

970,000+

visits to the Get into Newcastle website in 2022



NE1's cross-channel marketing campaign



Laser Light City on the Quayside

City environment

NE1's Street Rangers and Rapid Response Clean Team have continued to be an invaluable element of NE1's delivery. That said, their role has continued to evolve based on business needs over the last term.

One of the biggest changes has been to NE1's Street Ranger team, with the creation of **NE1's Business Crime Reduction Partnership (BCRP)**. Responding to businesses' views that retail crime and antisocial behaviour was not being sufficiently addressed, meaning in the region of **90% of incidents were not being reported**, primarily because businesses found it too onerous and believed that if they did report it, that nothing would happen as a result.

Since launch, NE1's BCRP now has over 120 business members and brings together both the police and city council along with businesses to highlight issues and target resource. The results of the BCRP have been significant, with **c.80% of retail thefts reported, now being recovered**.

“ A sense of place is built up, in the end, from many little things too, some so small people take them for granted, and yet the lack of them takes the flavour out of the city.”

Jane Jacobs

Likewise, the NE1 Rapid Response Clean Team has changed to match the changing needs of businesses and the city. As the city returned to

something approaching normal following the pandemic, it has become clear that NE1's traditional cleaning focus, deep cleaning and responding to business requests, has had to broaden significantly. Many of the requests from businesses now might best be described as city 'maintenance'.

Overgrown foliage, damaged street furniture and a prolific rise in graffiti having a significant impact on areas looking unkempt and unloved.

Whilst demand for NE1's traditional cleansing services remains high, with **NE1 removing c.6,000 black bin bags of rubbish from the city's streets per annum** and attending **c.5,000 rapid response cleaning jobs per annum**, the fact that NE1 has, over the past 12 months, removed **c.850m of graffiti from the city's streets** – a distance that would stretch continuously from Grey's Monument, to the Law Courts, illustrates the additional demands being placed on the team.

NE1's lobbying efforts for permanent civic greening have resulted in new greening on Saville Row and Ridley Place, with more to follow. In addition, NE1's **69 planters on the Quayside**, initially intended to be seasonal, have now become a much-loved year-round fixture. Likewise, NE1's seasonal pop-up installations including the Grey Street Gathering and the surrounding summer installations continue to transform the summer experience.

It might not be one of the most high profile elements of NE1's delivery, but our waste consolidation programme has significantly reduced the number of bins on the city's streets, and reduced unnecessary vehicle movements, resulting in **c.6,000 fewer vehicle journeys per annum**.



Key facts

- 6,000**
black bin bags of rubbish removed per year
- 5,000**
rapid response cleaning jobs completed per year in the city
- 850m**
graffiti removed per annum
- 80%+**
retail thefts recovered by NE1 Street Rangers
- 69**
additional planters added to the Quayside

The next five years...

It is a hugely exciting time for Newcastle. There is a palpable sense of being on the cusp of something special. A once-in-a-generation transformation, the proof of which can be witnessed in the city changing before our eyes.

Long-term major developments NE1 has championed such as the **retail core, Helix, Pilgrim Street, the Stephenson Quarter and Gateshead Quays** are beginning to materialise, bringing with them jobs and investment.

This is to be welcomed, but it is clear that these developments will place additional demands and pressures on the city, our transport links and our civic space.

Now more than ever, **businesses' role in the strategic development of the city** is becoming increasingly important in creating and delivering long-term value for the city. It is crucially important that these opportunities are seized, and not squandered.

In order to achieve this, NE1's draft programme sets out how we intend to deliver on your priorities over the next five years. It consists of two core elements;

- **Continuation and further development of NE1 activities that businesses value and**
- **New projects and programmes**

From our discussions with businesses, we are confident that this programme **will deliver significant benefits to the whole of the city economy** and help maximise lasting commercial value for the city's businesses.

Over the next month, we will be making contact with each and every one of our businesses to discuss this programme and ensure that it delivers on their ambitions for Newcastle.

The scale of the opportunity facing the city is huge. That is why it is so important to get our programme right and secure a positive 'yes' vote in October.

“ I found Newcastle of bricks and timber and left it in stone.”

Richard Grainger



Stronger voice for business

When NE1 was established in 2009, it became the largest representative business group in the city. This created a powerful lobby for businesses to collectively make the case for the change they wanted to see in the city.

Quickly it became apparent that businesses wanted assistance and response on those issues specific to their business or location. Those operational issues that may not be important to the city as a whole, but can be of **huge significance to an individual business' day-to-day operation**. This remains an invaluable element of NE1's programme.

In addition, businesses rightly wanted to focus on the future, raise the bar of ambition, and drive forward projects of real significance for the city.

Investment in Central Station, the transformation of the Bigg Market and more recently the £37.5m investment in Newcastle's retail core are all **evidence of this work in action**, with NE1 at the heart.

Today, Newcastle is experiencing unprecedented levels of public and private sector investment. This investment is to be welcomed, but underlines the importance of businesses' voices being heard at the highest levels, to ensure an influential seat at the table when decisions are made that will have a lasting impact on the city in the years to come.

As such, NE1's lobbying and advocacy programme is critically important in driving long-term and day-to-day operational change in the city.

£37.5m+

investment secured for Newcastle's retail core



Over the next five years, NE1 will lobby for:

- **Increased investment;** working with the public and private sectors to catalyse and coordinate investment to drive long-term economic growth
- **A city open for business;** promoting transport access to and from the city, parking provision, pricing and experience, public transport provision, and improving regional and international links
- **A safer city centre;** lobbying for more 'beat' police officers, increased visibility and improved response to business issues
- **A cleaner and greener city centre;** maintaining and improving cleansing standards in the city, combined with additional permanent and temporary green landscape interventions
- **Improved workforce development;** working with education providers and businesses to celebrate and showcase career and employment opportunities in the city
- **Resolution to operational issues;** continuing to work on behalf of businesses to resolve day-to-day issues
- **Quayside Masterplan;** working with the council, businesses and residents on a masterplan for the Quayside to unlock its potential and ensure that the continued investment delivered works for businesses and the people of the city, and protects what is unique and special about the area

Attracting and promoting

Newcastle is a Premier League city and it deserves an annual events programme that celebrates and promotes the quality of businesses and experiences that make it unique.

Likewise NE1's marketing campaigns need to celebrate the quality and diversity of the city's offer, ensuring creative and consistent messaging that is on-brand, on-message and delivered via the most effective channels to **deliver a tangible return on investment for the city's businesses.**

This work helps maintain Newcastle's position as the dominant retail, cultural and leisure destination in North East England.



Rugby League World Cup 2021



NE1's Newcastle Dragon Boat Race

14.6m

impressions of NE1's advertising campaigns in 2022/23



Laser Light City on the Quayside

Over the next five years, NE1 will:

- Continue to deliver and improve on **NE1's annual calendar of events** which includes **Newcastle Restaurant Week, Screen on the Green, Summer in the City, and Christmas and New Year**, with a focus on families, the summer and winter seasons, and place



NE1's Screen on the Green

- Support major cultural festivals such as **Mela, Chinese New Year and Northern Pride** that attract people and spend into the city, and celebrate the depth of Newcastle's rich communities
- Work with partners to pitch for, secure and deliver **major events** that raise the profile of the city, and drive footfall and spend such as the **Euro 2028 finals**
- Deliver a **heavyweight integrated marketing campaign** with a focus on digital and social media to deliver more added value for the city's businesses

City environment

Newcastle remains one of, if not the, safest of the country's core cities. However, if Newcastle is to continue to attract people to shop, socialise and work, positive perceptions of the city are hugely important.

Our public realm, how it is managed and maintained, the quality of our greenery and how clean the city looks and feels, all play a part in people's day-to-day experience and the perceptions formed as a result.

Beyond that, we have a wealth of areas within the city that are special, that have their own communities, architecture and offer. **Newcastle is a city of villages;** Chinatown, Pink Lane, Grey Street, Clayton Street, the Quayside, amongst others, joined by newly developed areas such as the Helix, Pilgrim Street and the Stephenson Quarter. All of these **present a huge opportunity to celebrate this diversity and promote what makes Newcastle unique,** its people, buildings and businesses.

This approach ensures that we do not forget about the day job, matched with an ambitious focus on **how we can make this great city even better and drive incremental growth.**



1,400

plants in our Quayside planters



Over the next five years, NE1 will:

- Further invest in the **NE1 Rapid Response Clean Team**, adding capacity and to the scope of services they can provide
- Lobby for **permanent greening installations** where possible, and **deliver temporary, seasonal greening** to improve areas and increase city centre biodiversity
- **Expand NE1's Business Crime Reduction Partnership**, working with the police and city council to effectively tackle antisocial behaviour and low-level crime, and target resources where they are needed most
- Continue to work with businesses on **NE1's bin rationalisation and communal recycling scheme** to reduce the visual impact of on-street bins and significantly lower associated emissions
- Work with city centre businesses on **neighbourhood installations and interventions** that celebrate the different areas and quarters of the city



Conclusion

What NE1 has achieved working on behalf of Newcastle's business community has been considerable.

It has resulted in millions of pounds of additional investment, targeted on businesses' priorities, and in doing so, **permanently changed the fabric of the city for the better**. It has helped set the agenda and navigate an ambitious path forward.

On a daily basis, the efforts of NE1's highly motivated team continue to make a tangible difference, whether that is our Clean Team cleaning up the detritus of the night before and removing graffiti, or our marketing team attracting people into the city for an event or offer.

We are under no illusions and do not rest on our laurels. NE1 is not a silver bullet, or the panacea to all of the city's woes. Rather, it is a 'coalition of the willing', **businesses coming together to focus on their priorities and get the job done**.

Ambitious, pragmatic and focused on delivery, it is the purpose of NE1 to deliver on your priorities.

It is the businesses of the city that have driven this change and we do hope you will contribute to setting the agenda for the next five years.

This consultation is your opportunity to engage with and influence NE1's agenda, and we want to hear from you.



Mela in the city



NE1's Summer in the City

Process and feedback

We will be holding our ballot in the autumn, closing on 19th October. Based on the responses to this consultation, we will produce and distribute a formal Business Plan in early September 2023.

Process

The process for arriving at the final Business Plan includes:

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

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 correct** between our currently stated priorities?

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 Stephen.Patterson@newcastlene1ltd.com. Alternatively, you can call me on **0191 235 7092**. I look forward to hearing from you.




Laser Light City on the Quayside




NE1's Summer in the City

Meet the team


The NE1 team is small and agile, allowing us to be fleet of foot and responsive to the changing needs of our businesses. If you would like to speak directly to any member of the team you can find their contact details below.




Stephen Patterson
Chief Executive
T: 0191 235 7092
E: stephen.patterson@newcastle1ltd.com




Ben Whitfield
Director of Communications
T: 0191 235 7096
E: ben.whitfield@newcastle1ltd.com




Rachel Barlow
Marketing and Events Manager
T: 0191 211 3952
E: rachel.barlow@newcastle1ltd.com




Mark Sumner
Operations Manager
T: 07843 704 107
E: mark.sumner@newcastle1ltd.com




Steven Legget
Placemaking Project Manager
T: 0191 235 7097
E: steven.legget@newcastle1ltd.com




Thomas Pearson
Social Media Executive
T: 0191 235 7093
E: thomas.pearson@newcastle1ltd.com




Lily Morris
Marketing and Events Executive
T: 0191 235 7098
E: lily.morris@newcastle1ltd.com




Tariq Albassam
Director of Operations
T: 0191 235 7095
E: tariq.albassam@newcastle1ltd.com




Annabel Carter
Head of Finance
T: 0191 235 7091
E: annabel.carter@newcastle1ltd.com




Richard Turner
Business Support Manager
T: 0191 235 7090
E: richard.turner@newcastle1ltd.com




Kerry McCabe
Business Network Manager
T: 0191 235 7099
E: kerry.mccabe@newcastle1ltd.com



Catherine Tucker
Careers Manager
T: 0191 211 3950
E: catherine.tucker@newcastle1ltd.com



Helen Armitage
Digital Marketing Executive
T: 0191 211 3957
E: helen.armitage@newcastle1ltd.com



Serap Kirbas
Office Services Executive
T: 0191 211 3954
E: serap.kirbas@newcastle1ltd.com

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 20 Directors which meets bimonthly.

**Directors
(as at 31st March 2023):**

Stephen Patterson
Chief Executive, Newcastle NE1 Ltd

Tariq Albassam
Director of Operations, Newcastle NE1 Ltd

Ben Whitfield
Director of Communications, Newcastle NE1 Ltd

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

Gavin Black CBE
Partner, Naylor Gavin Black
Non-Executive Vice Chairman, Newcastle NE1 Ltd

Ged Bell
Councillor, Newcastle City Council

Tania Love
Director, FaulknerBrowns

Georgie Collingwood-Cameron
Managing Director, Admiral Associates

Arwen Duddington
Chief Operating Officer, ZeroLight

Jacqui Kell
Executive Director/Joint Chief Executive,
Live Theatre

Steven Kyffin
Creative Industries and Innovation Consultant,
Kyffin & Kyffin

Tom Caulker
Owner, World Headquarters

Michelle Percy
Director of Place, Newcastle City Council

Darren Richardson
Co-founder and Company Director,
Gardiner Richardson

Michael Capaldi
Dean of Innovation and Business,
Newcastle University

Cormac Hamilton
General Manager, Eldon Square

Kieran McBride
Store Director, Fenwick

Lorraine Armstrong
Divisional Director, Brewin Dolphin

Nigel Emmerson
Partner, Womble Bond Dickinson

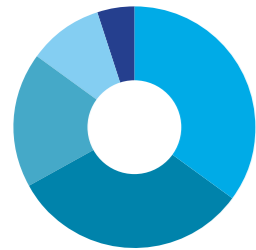
Ollie Vaulkhard
Director, Vaulkhard Group

Finances

Over the course of the last term, NE1 raised c.£1.8m per annum from the levy. In addition, NE1 has secured significant additional investment for projects as varied as the retail core, Newcastle's Christmas and New Year experience, and pavement café grants. Assuming a positive vote, we expect to see a similar level of investment over the next term.

The final Business Plan, published in September, will provide details of expected revenue and expenditure, consulting with businesses on priorities and the levy rate.

Based on the contents of this consultation, we would expect the balance of spend to be allocated as set out below.



Attracting and Promoting: 32%
City Environment: 35%
Business Leadership: 10%
Overheads: 18%
Contingency: 5%

Working with NE1's Board and the city's businesses, we will respond to any unforeseen circumstances that may arise throughout the term, such as those that occurred during the pandemic.

Evaluation

Throughout the term, NE1 reviews delivery and impact of the programme on a project-by-project basis and commissions external independent business and consumer research on significant projects.

Wherever possible, NE1 seeks direct qualitative and quantitative feedback from businesses to ensure projects are delivering and meeting expectations. This will continue over the next term.



NE1's permanent installations on the Quayside

Newcastle NE1 Limited
Suite A8
Milburn House
Dean Street
Newcastle Upon Tyne
NE1 1LE

0191 211 3951
info@newcastlene1ltd.com
www.newcastlene1ltd.com