

One City
One Vision
One Purpose
One 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.

£41.42mn

for every £1 raised in BID levy, NE1 secured £4.60 in funding.

347,000

visitors attracted per annum to events delivered by, or supported by, NE1. Enough to fill St. James' Park seven times over.

£54mn

in Covid grants – NE1 helped businesses obtain the maximum grants they were entitled to.

£22.1mn

economic impact of NE1's events programme.

£470,000

pavement café grants distributed to 224 businesses.

175,000+

social media followers – equating to more than 50% of Newcastle's population.

2,500+

Street Ranger business interactions per annum.

c.840m

of graffiti removed annually – equivalent to the distance from Grey Street to the Law Courts.

8,000+

Street Ranger public interactions per annum.

80%

of losses recovered by NE1's Street Rangers.

c.6,000

fewer bin lorry journeys per annum as a result of NE1's consolidation schemes.

3,750+

employer encounters delivered annually by NE1 CAN.

The next five years...

Ambitious, pragmatic, agile, and responsive, NE1 has established a proven track record for getting things done and making things happen. From major projects such as Central Gateway and the Bigg Market transformation, to NE1's extensive annual events programme and our Street Rangers and Clean Team. From extensive consultation with NE1's BID members throughout this year, there is a clear consensus on businesses' priorities for NE1's next term.

Getting the basics right

Ensuring that the experience of staff, customers and clients is as good as it can possibly be, and that the city feels safe and looks clean.

NE1 will:

- Permanently add four additional staff to our Street Rangers and Clean Team to increase capacity and the range of services provided
- Continue to grow NE1's Business Crime Reduction Partnership and the number of participating businesses to help focus resources
- Increase CCTV coverage across the city combined with dedicated NE1 monitoring capacity
- Work closely with businesses to effectively manage delivery of the existing phases of work to Northumberland Street and Grey Street to minimise disruption and tackle issues as they arise

Attracting and Promoting

Celebrating the quality and diversity of the city's businesses, and delivering a strong annual programme of events that provide compelling reasons for people to visit more often, and stay longer.

NE1 will:

- Work with partners to attract and support major events like Magic Weekend, the UEFA Euro 2028 Football Championship and concerts at St. James' Park
- Work with the City Council on further expanding and improving Newcastle's Christmas Markets and the Quayside's spectacular New Year's Eve event
- Continue to deliver NE1's highly regarded annual events including Newcastle Restaurant Week, Summer in the City, and Screen on the Green
- Continue to support cultural events including Northern Pride, Newcastle Mela and Chinese New Year
- Promote the quality and diversity of the city's businesses through a heavyweight and integrated marketing campaign for the city
- Continue to develop NE1's social media channels to drive awareness of the city's offer and continue to deliver NE1's highly regarded Get into Newcastle listings magazine
- Continue to provide consistent and coordinated PR messaging proactively promoting the city, and supporting our businesses and events
- Grow NE1's corporate digital channels to better promote the city's professional services firms

Stronger voice for business

Lobbying on behalf of businesses on strategic and operational issues that make a big difference for them in the short, medium, and long term

NE1 will:

- Continue to work with our partners to raise the profile of the city on a regional, national and international level
- Support the Mayor and new North East Combined Authority to ensure the business community's voice is heard at the highest levels
- Lobby for increased investment in Newcastle's regional, national and international transport links
- Establish a City Centre Business Transport Group to provide challenge, advocate improvements, respond to proposed plans and support emerging opportunities to improve access to the city
- Represent businesses on a wide range of transport issues, including improving parking and public transport provision and supporting improved regional links such as the Northumberland Line, Leamside Line and Washington Loop Metro extension
- Continue to expand NE1's workforce development programme, NE1 CAN, to maximise the impact for Newcastle's businesses

Playing to our place-based strengths

Celebrating and amplifying those things that make Newcastle unique, such as our world-class architecture, heritage, and myriad of districts or quarters that add depth to the experience of living in, working in, and visiting the city

NE1 will:

- Work with businesses and communities on place-based interventions in the following areas:
 - China Town
 - The Pink Triangle
 - Pink Lane
- Continue to work with businesses in the retail core and Quayside on place-based interventions
- Work with businesses, building owners and occupiers to deliver a strategic lighting scheme for the Quayside worthy of this city, its businesses and its residents
- Work with building owners and the City Council to dramatically transform 55 Degrees roundabout to the simplest and most beautiful route to the Quayside and the east of the city
- Work with business and communities elsewhere in the city, on plans for their areas

Ballot

Ballot opens: 22nd September 2023, 9am

Ballot closes: 19th October 2023, 5pm

BID term: 1st April 2024 – 31st March 2029

Process

You will receive, under separate cover from Newcastle City Council, your ballot papers. Please fill in all the ballot papers you receive; if you have more than one rateable unit you will receive ballot papers for each one.

Please fill these in and return before **5pm on 19th October 2023.**

Should ballot papers be mislaid or fail to arrive please notify us as soon as possible so we can begin the procedure for a further set to be sent to you.

Should you have any queries please contact Stephen Patterson on **0191 235 7092**, or by email at **stephen.patterson@newcastle1ltd.com**

Consultation

NE1 has conducted a thorough consultation process throughout 2023 including:

100%	of all businesses and HQs posted NE1's BID Ballot consultation document in June 2023
22	sectoral and geographical group meetings
100s	of individual meetings with NE1 businesses
1,000	consumers and c.10% of NE1's businesses surveyed by Explain Research in April 2023



Finance

NE1's levy rate will be 1.5% of rateable value, which will raise c.£2.2mn per annum or c.£11mn over the term.

This is a lower levy rate than the regional average, which is 1.6%, however NE1 have proven adept at bringing in additional revenue over our three previous terms and we expect this to continue and grow further still.