



Who we are

Newcastle NE1 Ltd is the city centre's Business Improvement District company (BID); a private, **not-for-profit** limited company, paid for and established by the city's businesses, **tasked with improving conditions for business** in the city.

If your business has a rateable value of £20,000 or above, you will pay an additional levy on top of this which funds the BID. The levy is **collected on our behalf by Newcastle City Council**, however **NE1 is an entirely separate and independent company**. If you have any questions on collection, or the levy itself you can contact bidsadmin@newcastle.gov.uk

NE1 are **elected by a ballot of contributing businesses every five years**, with our last ballot which took place in 2023, returning a **93% 'Yes' vote**. Our next five-year term will begin on 1st April 2024 and run until 31st March 2029.

NE1 aims to **provide value to every business** within our BID boundary, and we do this in a **broad range of ways**. In this document we outline a variety of these, **but there are many more ways we help businesses**. If you would like to discuss these, or have any ideas of ways we can assist you or others that are not covered here, please contact info@newcastle1ltd.com

FAQs

What is a BID?

A BID (Business Improvement District) is a defined area in which a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area.

Constituted by UK law in 2004, a BID is a powerful, independent voice representing the interests of a varied community of organisations, committed to working together to ensure that the area continues to progress whilst providing the best possible trading and working environment for its occupiers.

How is a BID funded?

All businesses within the BID area with a rateable value of £20,000 or more will pay a set levy. This money will then be regenerated to provide additionality that will benefit businesses within the area. These extra benefits are aimed at vastly improving the quality of the area for the businesses, visitors, and employees within it as well as improving attractiveness to new investors.

This can include physical projects such as better lighting and street cleaning as well as the creation of green spaces, crime reduction programmes, events, transport and accessibility improvements, in addition to marketing, networking and inward investment initiatives.

Who pays the levy?

If your business has a rateable value (RV) of £20,000 or above, you will be liable to pay the levy which funds the BID. The levy is a legal requirement just like Business Rates and is treated as a statutory debt. The legislation which relates to the BID levy is The Business Improvement Districts (England) Regulations 2004 and the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989.

If you are not sure of the rateable value (RV) of your business, you can check it on the Valuation Office Agency (VOA) list [here](#). Keep in mind that your business might be split into various hereditaments which is a term used in UK local taxation to refer to rateable units of property.

Every lease-holding business within the BID boundary which has a rateable value of £20,000 and above will be liable to pay the BID levy. Where the property is empty and a lease does not exist, the owner of the non-domestic rated property within the BID area is liable for the BID levy.

What is the boundary of the BID?

You can download a copy of the BID boundary map [here](#).

How can NE1 help my business?

Below is a brief outline of many of our services, all of which are provided **free of charge for businesses** within the city centre and form the basis of our day-to-day programme. Ranging from marketing to operations support, as well as many other strands, **we urge businesses to take advantage of our services** throughout the year.

Marketing

One of the most effective ways we can help businesses in the city centre is through our marketing channels, which have a large impact with an engaged local audience.

Get into Newcastle Website

The Get into Newcastle website is a **one-stop shop for everything Newcastle-related** for consumers, housing information about venues, offers, and events, as well as blog-style articles. You can visit the website [here](#).

The website receives **in excess of 1.1 million visitors** annually, and between them **they consume over 4 million pages** of information each year. We can list your venue on the site, as well as any events you may be hosting, and any offers you are running. Please send information on these to Rachel.Barlow@newcastle1ltd.com

We also publish numerous articles on the website, **bringing people the best of the city**, collating businesses, or writing about key events and dates in Newcastle. If you would like to be featured in one of these articles please email Rachel on the above details. You can see our recent articles and get a feeling for the content [here](#).



Social Media Channels

Our [@NewcastleNE1](#) profiles are consumer-facing and have a **combined following of over 200,000**, including over 49,000 on Facebook, over 50,000 on Instagram, over 22,000 on TikTok, and over 55,000 on X (formerly Twitter). Our audience on these channels is **extremely engaged**, looking to us for **ideas, inspiration and news** about the city.

We can utilise these channels to **amplify your messages**, either at key times which you advise, or through our regular posts. For social media coverage please email Rachel.Barlow@newcastle1ltd.com with accompanying images and a brief outline of any key messages you'd like us to include.

We also have corporate social media channels, which are more appropriate for some messages. These are [@NE1BID](#) on Twitter, and [@NewcastleNE1](#) on LinkedIn. If your message is more suited to these channels please let us know.

Emailer

Our Get into Newcastle email database consists of **over 40,000 local consumers**, and we send weekly emails which showcase the best consumer-facing offers and events in the city at that time. Our audience is **very engaged** and **we average an open rate of over 40%** on these emails.

For inclusion in these emails, contact Rachel.Barlow@newcastle1ltd.com. You can view a typical email we send to our database [here](#).

NE1 Exclusive Card

The NE1 Exclusive card is a **free discount card which NE1 offer for city-centre workers** with offers and discounts available from over **50 businesses**.

To sign up for an NE1 Exclusive card please visit www.ne1exclusive.co.uk

NE1 Magazine

NE1's Get into Newcastle magazine is published twice annually, in July, and November, and is **packed full of inspiration and information** about the city over 28 pages. All **editorial inclusion is free for NE1 businesses**, and we will always do our best to satisfy requests for inclusion, which will be written up by our editorial team. If you'd like to be included in the NE1 magazine please email Rachel.Barlow@newcastlene1ltd.com

You can read the most recent issue of the NE1 magazine [here](#), or contact us to arrange for a copy to be delivered or posted to you.

Operations

Street Rangers and Rapid Response Clean Team

NE1's Street Rangers and Clean Team **work 364 days a year** to ensure the city is a **safe, clean, and engaging environment**, and to assist businesses with any on-street issues they may face.

The Clean Team **pick litter, remove graffiti, clean up spillages, and jet wash premises** and public spaces. If you require their services you can call them on **0191 211 3959** and select option 1.

Our Street Rangers can help with any **antisocial behaviour issues** including shoplifting and aggressive begging, or with issues surrounding paving, lighting, street repairs, or any other problems you may face at your premises. You can call them on **0191 211 3959** and select option 2. You can also email both teams on streetrangers@newcastlene1ltd.com

NE1's Business Crime Reduction Partnership

In response to business feedback NE1 established our Business Crime Reduction Partnership, a business-led group aimed at **tackling crime and disorder** within the city by providing a **seamless and rapid route** to report incidents and issues. Membership is free and the Partnership has over 140 members currently.

If you would like more information or would like to sign up please email Mark.Sumner@newcastlene1ltd.com

Business Support/Operations

Whilst we offer a core programme of support and activity, at our heart, **NE1 are here to respond to business needs** and to help them with whatever they require. To this end, you may have a problem you don't know who to speak to about, or who can help.

NE1 will always be there to respond to enquiries and to help out wherever we can, or put you in touch with someone who can. This may range from road closures or help with planning and licensing applications to refuse issues your contractor can't help with. Please contact the Operations team through Richard.Turner@newcastlene1ltd.com to discuss further.

NE1's Operations team also distribute **monthly communications to businesses** which include details on impactful events taking place in the city, road closures, consultations and funding opportunities. To sign up to receive these emails please contact Richard.Turner@newcastlene1ltd.com

Events

Throughout the year NE1 deliver and support a schedule of **large-scale city centre events**, including **Newcastle Restaurant Week, Screen on the Green, Summer in the City, Newcastle's Christmas, Northern Pride**, and more.

The aim of these events is to **bring large numbers of people into the city** and to **deliver an economic benefit** to businesses as a result. You can see the full list and details of events we deliver and support [here](#).

If your business would like more information about an event, or would like to be part of, or associated with, any event we deliver, please email Rachel.Barlow@newcastlene1ltd.com

Lobbying

One of NE1's core objectives is to **provide a stronger and unified voice for the city's businesses**. We lobby on behalf of these businesses on the issues they care about at both a local and national level. In order to ensure we are best representing these issues, we urge you to **make us aware of any challenges you are facing**, or any decisions or policies made by local or national government which you disagree with.

Previous examples of successful lobbying by NE1 include our **pavement cafe grants**, the significant reduction in duration of the proposed changes to parking charges, and successfully **lobbying to ensure private vehicles were exempt from charges** when the city's Clean Air Zone was created.

If you have issues you would like us to lobby on your behalf about, please contact our Chief Executive Stephen Patterson on Stephen.Patterson@newcastlene1ltd.com



Additional services

Business Breakfasts

NE1 host regular Business Breakfasts at venues across the city. These are **informal networking sessions**, combined with updates from the NE1 team on our activity, and relevant and timely updates from businesses on key news or developments.

To register to attend our next Business Breakfast, or to receive more information on them please email Kerry.Mccabe@newcastlene1ltd.com

NE1 CAN

NE1 CAN is Newcastle NE1's programme of **engagement and events, bringing together cross-sector businesses, and education and youth providers** across the city and wider region, to deliver real-life **careers advice, insight, and inspiration** whilst raising aspiration and ambition across our workforce of tomorrow.

Hosting **40 events per year**, with businesses across the region, NE1 CAN enables employers to have constructive conversations with employees of the future, providing the opportunity to break down barriers, discuss employability skills and to take learning out of the classroom into the real world of work.

You can download the current NE1 CAN schedule of events [here](#) or if you'd like to learn more about the programme or get involved, please email Kerry.Mccabe@newcastlene1ltd.com

CSR

NE1 are happy to help businesses with any CSR initiatives they may be undertaking in the city, and can help **facilitate volunteering opportunities**, especially in relation to our Clean Team.



NE1 are happy to **provide litter pickers** and other equipment, as well as relevant risk assessments, PPE, and routes if required to help businesses with cleaning projects, large and small. For more info please email Richard.Turner@newcastlene1ltd.com

Commercial Promotion Spaces

NE1 manage and operate **three commercial promotion spaces** in the city, on Northumberland Street and Grainger Street, which NE1 businesses can use **twice a year for free** on Mondays to Fridays.

These spaces are designed for **experiential activations, sampling and demonstrations**, and are in high footfall areas. You can see all the sites and info here www.promoteinnewcastle.co.uk

Get in touch

Email

info@newcastlene1ltd.com

Twitter

[@NE1BID](https://twitter.com/NE1BID)

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0191 211 3951

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Newcastle NE1

Speak to the team

To get in touch with a specific member of our executive team, visit our team page [here](#) to find their contact information.

NE1 in **numbers**

£37mn+

funding secured for
the Retail core

347,000

visitors attracted annually
by events delivered or
supported by NE1

£3.2mn

investment secured to
redevelop the Bigg Market

7,000+

black bin bags of rubbish
removed annually by our
Clean Team

1.1mn

visits to the Get into
Newcastle website
each year

200,000+

followers on social
media platforms

