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# Welcome

**It is with thanks to all the businesses that voted in NE1's ballot that we begin this year's annual report. Voting 93% in favour of a fourth term, it is a record-breaking result, and one which provides a compelling mandate for NE1 to deliver on business' priorities.**

BID ballot aside, it has been a busy year of delivery for the NE1 team.

Starting with NE1's lobbying and advocacy work, NE1 has made significant representations on pavement café guidance and Newcastle City Council's licensing policy review, and continued to work with the council on the further development of Newcastle's Christmas and New Year's Eve offer.

As identified in the BID ballot consultation, 'getting the basics right' has been a high priority. NE1's Business Crime Reduction Partnership now has over 140 businesses participating, bringing together NE1, the city council, and the police to identify issues and effectively focus resources. This partnership approach has led to additional officers on the street and this is a strong start, one which can be significantly built upon over the next term.

Investment in the retail core has continued with Grey Street works underway, and work due to start on Northumberland Street early in 2024. This investment is essential for the longer-term strategic ambitions of the city and its businesses, but draws into sharp focus the short-term disruption and inconvenience to business. It is vital that NE1, the council, and businesses work together to ensure clarity on plans, and address issues as they arise.

With the Pilgrim Street development proceeding rapidly, links between the retail core and Quayside, combined with NE1's place-based interventions, form an important part of ensuring these two locations are best positioned to maximise the commercial benefit these developments provide.

It has been a prolific year for NE1's marketing and events output, with NE1's social media followers increasing to over 200,000 and, following the launch of the new 'Get Into Newcastle' website, web traffic is up over 30% with over 50,000 monthly users.

Likewise, events delivered or supported by NE1 over the past year have attracted in excess of 300,000 attendees. The balance between local 'homegrown' events such as Newcastle Restaurant Week, combined with 'halo' events such as the recently confirmed Euro 2028 matches, provide a strong baseline of annual events that attract visitors and spend, combined with raising the profile of the city.

Attracting people into the city is important, but so too is ensuring their experience when they are here is as good as it can possibly be. As such, demand for NE1's highly regarded Street Rangers and Rapid Response Clean Team has never been higher. NE1's Clean Team removed over 7,000 bags of litter from the city's streets over the past year, attending over 700 graffiti requests and delivering a fourfold increase in deep cleaning hours.

Always focused on inspiring young people as to the wealth of careers on offer in the city, NE1 CAN continued to grow and evolve. The initiative added nine new youth providers over the past year, bringing the total to 32, and has delivered 40 events attended by 853 young people.

Thank you for taking the time to read our annual report. If you would like to become more actively involved with NE1 and our evolving programme, please don't hesitate to get in touch.



**Adam Serfontein**  
Managing Director, Hanro Group  
Chair, Newcastle NE1 Ltd



**Stephen Patterson**  
Chief Executive, Newcastle NE1 Ltd





# 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.



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## Lobbying

Providing a strong and unified voice for business is a central core of NE1's delivery, and an essential element of our output. As the largest business lobby for the city, NE1 is uniquely placed to represent businesses at the highest levels.

During the year NE1 has consulted with businesses and **provided comprehensive feedback and challenge on policy documents including the city's Pavement Café Guidance and Licensing Policy review** ensuring businesses' concerns and queries were heard and taken into consideration.

NE1 has also **successfully represented business' views and worked with Newcastle City Council to secure heavyweight funding for the city's Christmas experience** to ensure this continues to grow and compete on a regional and national level. Much of Newcastle's Christmas and New Year activity is now delivered collaboratively between the city council and NE1, giving NE1 a strong input in the city's festive experience.

Newcastle's Business Crime Reduction Partnership has **grown significantly this year, and currently has over 140 member businesses**, as well as a Steering Group which includes representatives from Fenwick, JD Sports, Greggs, Nexus and Newcastle University. **More than 1,800 incidences of antisocial behaviour and low-level crime have now been reported through the Partnership**, allowing NE1 to identify patterns and trends, and to lobby both Northumbria Police and Newcastle City Council effectively to allocate resource where it will have the highest impact.

“ It's an exciting time for the city and it is hugely important that we all work together to create the best possible environment for the city's businesses, residents, and visitors.”

**Barrie Joisce**  
Chief Superintendent Area  
Commander, Northumbria Police

**1,800+**  
crimes and incidences  
of ASB logged through  
NE1's Business Crime  
Reduction Partnership



**1,350+**  
attendees at NE1's  
Business Breakfast  
events in 2023



**NE1's Business Breakfasts increased in frequency this year**, and the events provide an opportunity for partners and businesses to brief other businesses on changes and developments, along with the opportunity to meet fellow businesses and network.

In response to ongoing feedback, in July NE1 convened a group of businesses based in and around Broad Chare alongside representatives from Newcastle City Council and Northumbria Police in order to address antisocial behaviour and aggressive begging in the area. **This ability to bring together city centre stakeholders and relevant partners to enact change is an essential part of NE1's annual delivery.** Throughout the year NE1 has represented businesses on issues such as the Grey Street, Ridley Place, and Saville Row developments as part of the council's City Centre Transformation Programme, and Mosley Street and Pilgrim Street roadworks, **continuing to firmly champion businesses' interests and provide a strong voice for our members.**

“ It is a challenging time for retail, and the experience for staff and customers alike is critically important. Working with NE1 and the Police to tackle issues has delivered results to date, and we look forward to building on this.”

**Garth Siner**  
Incident Prevention Manager, North Team, Tesco



“ NE1’s seasonal parks and pop-ups transform the city over the summer months. Our customers love them, and they make Newcastle a nicer place to be.”

**James McGeary**  
General Manager, Yo! Sushi

## Retail Core

2023 has been a year of significant development and much change in the city’s retail core as Newcastle City Council’s City Centre Transformation Programme (CCTP) and the extensive Pilgrim Street works have pushed on, altering the fabric of the city centre.

The CCTP work included three streets during the course of the year, with work commencing on Grey Street in January, and continuing on Ridley Place and Saville Row until late in the year. These works were not without issue, with business concerns ranging from vehicle access for customers and deliveries, to timescales of works, and the visual appearance of the areas whilst works were ongoing.

As a result, NE1 led **more than 40 meetings with businesses in the areas** to address concerns and provide a focus for discussion and resolution with Newcastle City Council.

The redevelopment of Ridley Place was formally completed in September and NE1 worked with the city council to host an event on the street to celebrate this and **welcome new visitors to the transformed space.**

In spring, NE1’s much-loved Grey Street Gathering returned to its annual location outside Lloyds Bank, and was **joined in June by a new pop-up park, the Grainger Garden**, which included planters and bright, colourful benches, designed to increase dwell time in the retail core by providing a place for people to relax and enjoy.



**50,000+**  
visitors attended NE1’s  
Old Eldon Square  
summer activities

Throughout the school summer holidays NE1 delivered pop-up interventions and events across the entirety of Old Eldon Square, in the heart of the retail core, including the popular Screen on the Green outdoor cinema, and the return of Play Rebellion, a free art installation designed for children. **More than 50,000 visitors attended NE1’s activities in the square during the six weeks, generating an economic impact of over £1.3 million.**



The city’s Christmas experience saw much change in 2022 as the Christmas Market expanded into Old Eldon Square. There were **over 1.2 million visits to the markets and the city during their duration – more than double the number of visitors to 2021’s markets.** Visitor spend, both on-site and in surrounding businesses, of those who came into the city specifically to visit the market was £47 million, illustrating the value of a comprehensive Christmas experience in the heart of the retail core.

The Christmas Market will grow again in 2023 with 50 stalls in total, of which more than **65% will be occupied by businesses based within 10 miles of the city centre** and 84% by businesses within 20 miles, ensuring the markets are firmly rooted in the city and the region.



**£47mn**

economic impact  
attributed to  
Newcastle’s  
Christmas Market

“ The support and assistance NE1 have offered throughout the Grey Street CCTP works so far has been above and beyond what we could have expected.

They’ve kept us informed throughout and worked with us to ensure the least possible impact on our business, especially at key times of the year. Their efforts have really made a huge difference.”

**Barry Ladhar**  
Owner, Crafted Projects



# Quayside

As a strategic priority for NE1, Newcastle's Quayside has seen another busy year, with more events, activities, trials, and interventions taking place throughout each season, to enliven the area.

As work progresses at pace on the Gateshead side of the river, with the International Conference Centre and a 344-bedroom hotel expected to open in autumn 2025, it is essential that the area is fit for purpose to accommodate the additional visitors numbering hundreds of thousands which this development will bring.

In December, as part of NE1's Christmas activities, trees were illuminated in key locations, with the intention of adding to these each year. At New Year the Quayside came alive with a spectacular three-day laser show from a BAFTA-winning artist which **attracted over 30,000 attendees across its duration**, with a show every hour each evening including one to see in the New Year at midnight.

**30,000+**  
attendees at Laser Light  
City over New Year



“ We're extremely proud of Trinity Chambers' Grade II\* listed headquarters which is set in the heart of Newcastle's heritage Quayside. The quality of the architecture is stunning and provides a fantastic backdrop to the world-famous River Tyne.

NE1's strategic lighting plan for the area will ensure we make the most of this wonderful and iconic part of the city.”

**Tim Harris**  
Chambers Director



“ As with all events organised by NE1 on the Quayside, we receive a huge boost to sales and the Quayside is transformed into an even more vibrant and inclusive hub.

Local businesses benefit from NE1's events and dedication to making Newcastle come to life through events such as the Dragon Boat Race.”

**Victoria Featherby**  
Co-founder and Director,  
Scream for Pizza



**180+**

free activities on the  
Quayside as part of  
Summer in the City

NE1 continued to add further temporary seating throughout the year, with loungers installed at the east end of the Quayside in early summer followed quickly by the **welcome return of NE1's Relaxation Stations** in July which have been hugely popular with nearby businesses.

More temporary artwork was added to the area by Dutch artist Olines whose work replaced that of Mul outside Wesley Square. The 90m long floor mural is believed to be the largest in Europe and **cements the area's status as a place for gathering and spending time in the heart of the Quayside.**

NE1 pressed ahead with plans for a strategic lighting plan for the Quayside, commissioning the internationally renowned Michael Grubb Studio who hosted a consultation with businesses in July. They have since delivered a strategic plan with short, medium, and long-term targets which NE1 will work on over the coming year.

**September saw the installation of NE1's Play Pavilion.** Built by local design company Raskl, the Pavilion is a semi-permanent frame which will allow seasonal installations, ranging from seating, to artwork and play activities, offering a flexible space for activation.

In addition to this, NE1 also delivered the annual Summer in the City programme of events. This included **over 180 free activities on the Quayside**, as well as zip-lines from the Tyne Bridge. NE1's annual Dragon Boat Race was also expanded into a two-day event, hosting city-centre businesses on one of the days, and **raising over £10,000 for the Great North Children's Hospital.** The plants and trees in our 69 planters in the area were also replenished in spring, and brightened with designs painted by local artist Bobzilla.



# Marketing

NE1's marketing channels have enjoyed an exceptional year, continuing their exponential growth post-Covid, and more than justifying the change in strategic direction in early 2022 towards a more digital-focused output which has seen striking results and high demand from businesses.

The Newcastle NE1 social media channels have ballooned to **over 200,000 followers across all platforms**, establishing a regionally-dominant position, and in turn generating huge numbers of views, engagements, and actions which provide a return for businesses in the city.

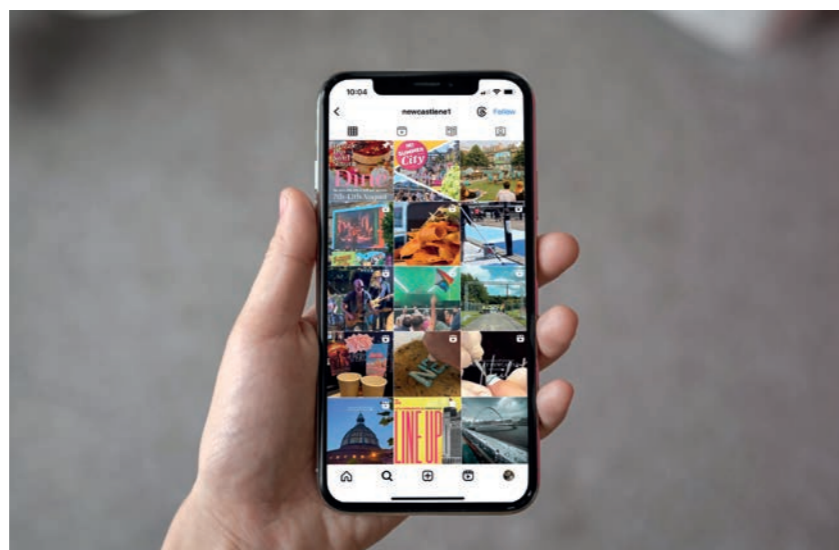
Instagram Reels has been particularly fruitful, with **over 840,000 monthly views on average on NE1's Reels content**, and the on-the-ground video from Newcastle United's match with Paris St-Germain in September generated over 1.1 million views across Reels and TikTok.

NE1's **TikTok audience has grown by 320%** and we have also seen a 38% increase in our LinkedIn following, providing a platform for more business-focused, or corporate content.

**200,000+**  
social media followers  
across all platforms



**840,000+**  
monthly views on  
average on NE1's  
Reel content



“ NE1's Marketing team have been an enormous support to our business. During a time where hospitality has been challenging, their agile, forward-thinking, fun and engaging social media has not only driven footfall directly to our venues, but highlighted what this incredible city has to offer.”

**Kyrie Cunningham**  
Business Development Manager, 3Sixty Sky Bar

“ NE1 have done so much to help us promote the science centre. We particularly appreciate their support on social media and digital channels. The Life films they've created and shared have had real impact in helping us reach new audiences. This independent endorsement is incredibly powerful. They're also a lovely bunch of people to work with!”

**Julia Hankin**  
Marketing, Communications and  
IT Director, International Centre  
for Life



**750,000+**  
annual users  
on the Get into  
Newcastle website

In June, NE1 launched the new Get into Newcastle website which is more user-friendly and has a significantly improved search function, enabling users to find more of the content they want. **Web traffic is up 31% year-on-year with the site now seeing in excess of 50,000 users monthly** and on track to welcome over 750,000 users over the course of the calendar year. Another significant area of growth has been NE1's email subscriber list, which is up 37% in 2023, and has generated **over 180,000 clicks** to the Get into Newcastle website since January.

NE1's paid-advertising campaign with Different Narrative and Bonded has had another successful year, generating **12.1 million impressions during the summer burst and over 92,500 clicks** through to our websites. Two issues of the new seasonal NE1 magazine, which was launched last winter, have been published.

Our PR campaign has been tremendously successful, generating 140 pieces of coverage this year including pieces on ITV and BBC Look North, as well as local and regional print titles and radio.

As a result of this varied and successful output, we are thrilled that **the NE1 team have been shortlisted for five awards at the North East Marketing Awards**, including 'Best Use of Social Media', 'Best In-House Marketing Team' and both the Marketing Director and Marketer of the Year awards.



# Events

Strong growth across all of NE1's major events saw hundreds of thousands of people drawn into the city as NE1's calendar expanded this year.

An estimated **30,000 people attended Laser Light City over three evenings** either side of New Year's Eve as the city welcomed in 2023 with a striking light show on the Quayside. The event will return again in December with a series of changes influenced by both consumer and business feedback.

Newcastle Restaurant Week returned in January and broke all previous records, generating over **£1 million spent in participating venues** for the first time, with more than **58,000 diners taking part over the week.**

NE1's partnership with Newcastle's Chinese New Year celebrations also returned in January for the first time since 2020 and the festivities were well attended as they made a welcome comeback. The Super League's Magic Weekend also returned to the city for the seventh time in June and the event saw one of its highest attendances on a single day, with **63,000 attendees over the weekend delivering a £6.5 million+ economic impact.**



“ We have always loved participating in Restaurant Week and this year in particular we saw a huge uplift in diners, resulting in one of our busiest and most successful weeks since opening. The support that NE1 provide as well as the coverage for the restaurant is impeccable.”

**Chaophraya Management Team**  
Chaophraya

## £2 million+

spent during two Newcastle Restaurant Week events



NE1's summer events saw huge growth across the board as **more than 50,000 people attended Screen on the Green and associated events in Old Eldon Square** during the summer holidays, generating a **£1.3 million** economic impact. The Summer in the City programme, which included more than **180 free family activities** based mainly on the Quayside, saw partnerships with Live Theatre, Dance City, Newcastle Arts Centre, JG Windows, and many more local businesses. NE1 also worked with partners Jellylegs to bring zip-lines from the Tyne Bridge back for a second consecutive year and 1,650 people took part in these. The summer edition of Newcastle Restaurant Week also passed the **£1 million spend mark, meaning over 115,000 people took part in Restaurant Weeks in 2023**, spending over **£2 million** in participating restaurants.

In September NE1 delivered the Dragon Boat Race again, but expanded the event by adding an additional day on which businesses from the city **raised over £10,000 for the Great North Children's Hospital.** The new two-day format was well received with strong audience and participant numbers and demonstrable impact for local businesses from the additional footfall.

As winter approaches, NE1 will deliver our popular Search for Santa trail, our 24 Doors of Christmas cultural advent calendar, and Laser Light City will return. **With over 300,000 attendees at events delivered or sponsored by NE1 in the last 12 months**, our calendar has never been in a stronger position.



## 300,000+

attendees at events delivered or sponsored by NE1 annually



“ Our Hay & Kilner team thoroughly enjoyed taking part in NE1's Dragon Boat Race, a brilliant event which was excellently organised and all for a great cause. We had a wonderful day and we're keen to get involved again next year.”

**Jonathan Bone**  
Partner, Hay & Kilner

# Operations

NE1's Operations department delivers a varied programme of proactive and reactive support and is an invaluable asset for businesses in the city. Whilst their programme covers a spectrum of city centre issues and challenges, there are core elements of their delivery which make up the bulk of their output.

A key element of the Operations department's work is their regular communication with businesses, whether through a monthly newsletter which outlines events, road closures, and other notable city centre information, or the more **specific communications regarding urgent or important developments and news**. Over the course of the year, the Operations department has kept businesses informed of the **City Centre Transformation Programme updates, Pilgrim Street and Mosley Street works, and the progress of the Tyne Bridge project**, providing an invaluable link between these major works and businesses within the city.

In addition to communication with businesses with regards Pilgrim Street, NE1 has done further work in the area as a direct response to business concerns regarding access and visibility during the works. **Comprehensive wayfinding signage was commissioned and installed** promptly to improve awareness amongst members of the public, and NE1 has also lobbied for extra support on parking and deliveries for impacted businesses.

“ The city centre information which NE1 send to businesses including ours is tremendously valuable and absolutely vital in our planning.

Keeping us up to date with changes and things which will impact our trading is so beneficial and we appreciate it enormously.”

**Sarah Smith,**  
Restaurant General Manager,  
Pizza Hut



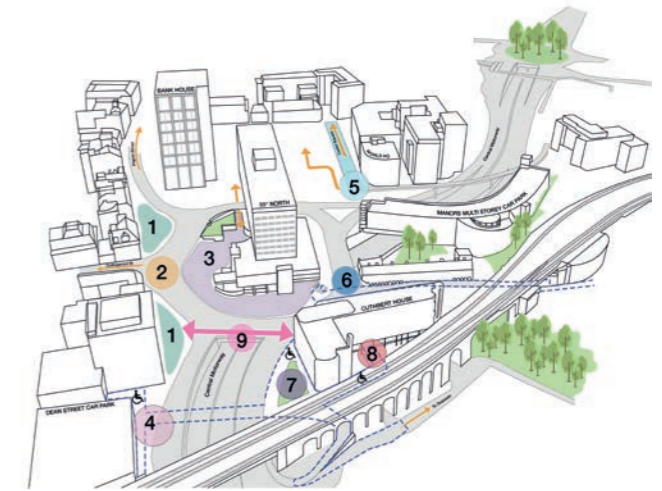
## 150+

bags of litter collected  
as part of the Great  
British Spring Clean



## 130+

bins removed  
permanently from  
the city's streets



55 Degrees roundabout site study. Image credit: Ryder Architecture.

NE1's extensive work on waste consolidation has continued throughout the year and the results are impressive. **More than 130 unsightly bins have been removed from the city's streets and 90 businesses have directly benefitted** from the programme since its inception. Managing and improving the on-street environment is a core objective for NE1 and these changes, whilst challenging to deliver, make an important difference to the city experience which residents, workers, and visitors enjoy.

In March, NE1 again delivered a series of events as part of the Great British Spring Clean, mobilising businesses to get involved in improving the city environment. **Over 150 bags of litter were collected** during the week as well as painting and cutting back greenery in key areas, with volunteers taking part **from businesses including NBS, Ryder Architecture, and the Frank Group**. Since the event, NE1 has continued to offer the opportunity for volunteers to improve the city environment as part of their CSR activity to great effect, with **290 bags of litter removed since March – the equivalent of 4.3 tonnes of rubbish**.

NE1's Operations and Place-Making departments are currently actively working with city centre stakeholders and interested parties on the future experience of several areas across the city, including the 55 Degrees roundabout and surrounding area, Pink Lane, and the Utilita Arena. **Projects for each of these areas are expected to move forward at pace over the coming months, with consultations and delivery expected in early 2024.**

“ As a result of working with NE1 on the Great British Spring Clean we've since organised quarterly volunteering sessions with them to keep playing a part in ensuring our city looks its best. We're delighted to work with NE1 on this and cumulatively we've removed over 50 bags of litter this year between our volunteers.”

**Carolyn McKay**  
Associate Solicitor, Muckle LLP



## Street Rangers and Clean Team

7,000+

bags of litter removed from the city's streets over the course of the year

“ The Street Rangers are an invaluable resource to call upon for our business. They're respectful, responsive, and do a great job without always getting the credit they deserve.

The city would be a much poorer place without them and the work they do.”

**Karen Crilly**  
Store Manager,  
Fat Face

NE1's much-vaunted Street Ranger and Rapid Response Clean Teams enjoyed a productive and impactful year, with additional resource ensuring that they were able to take on more tasks and work with more businesses to ensure the city is an attractive and welcoming place to live, work, and visit.

The Clean Team **removed over 7,000 bags of litter** from the city's streets over the year, as well as **tackling more than 700 incidences of graffiti** and dealing with 4,500 spillages. In April, NE1 added additional resource to the team due to the volume of enquiries from businesses, and this resource meant a **significant expansion to their services** to include painting, pruning, and weeding, as well as dramatically increasing the number of deep-cleaning hours delivered in the city. This deep-cleaning increase in particular was felt across the breadth of the BID area, with the team **delivering 62 hours each week, a fourfold increase on previous delivery**, which allowed NE1 to make a significant impact over larger areas.

The Street Rangers continue to be a key presence on the city's streets, highly valued by both the businesses of Newcastle and other city centre stakeholders. Their role covers a huge variety of aspects including **city welcome, dealing with antisocial behaviour, and business support**. The Street Rangers also added additional resource in April, meaning an increase in patrols and faster response time.

250+

hours of deep-cleaning each month

In addition to their day-to-day duties, the Street Ranger team in particular support other city centre stakeholders and businesses with a variety of services. This year this has included **distributing collection points to over 200 businesses on behalf of the Royal British Legion's Poppy Appeal** in November, and distributing notifications and information for businesses and events as varied as the Great Run Company, North of Tyne's Under the Stars, and Newcastle City Council's City Centre Transformation Programme.

Throughout the year, NE1's Street Ranger team also **worked collaboratively with Newcastle City Council, the Police & Crime Commissioner's Office and Northumbria Police** on wider combined projects such as delivering increased patrols at the Hoppings and contributing to the City Centre Task Force, and the Multi-Agency Transport Team enhancing safety across the various events in the city and on the transport network.



“ The NE1 Clean Team have recently deep-cleaned our entire terrace at the back of the hotel overlooking the river, transforming the area and positively impacting on the guest experience for our customers.

The team did such a good job we had to ask them to come back and do the front area as well, which they were happy to do. The quality of work was to a very high standard, and the team were professional, efficient and friendly.”

**Ken Ellington**  
Area General Manager - North & Midlands, Copthorne Hotel

700+

incidences of graffiti removed over the last 12 months



# NE1 CAN

This year has been one of change for NE1 CAN, NE1's career insight programme, as it has reacted to current labour market information to evolve its output and embrace the opportunity for growth.

One of the biggest challenges for cross-sector businesses is recruitment and retention, with many now seeking grassroots engagement with potential employees of the future. Alongside engagement comes the potential for true diversity and **businesses have been keen to engage with NE1 CAN as a vehicle to help them deliver on recruitment strategies.** With an established education network right across the North East, NE1 CAN is a natural partner and facilitator to help these businesses achieve their goals.

NE1 CAN's partnership with Different Narrative demonstrates this following their decision to transform their work experience programme to offer a true and reflective two-week opportunity to young people from across our region. **NE1 CAN partnered with Different Narrative to deliver a launch event, helping to drive higher numbers of informed applicants** for the Different Narrative Academy scheme, resulting in applicants from a wider cross-section of society with **over a third of those selected for the final placements coming from this event.**



## 42

businesses from across the region involved in 2023's programme



“ It is imperative we engage with young people and with NE1 we got to highlight the breadth of opportunity available in our industry to a group of young people.

The Arena team and students were engaged and loved looking beyond the stage at the thousands of other roles that support people's experiences at an event.”

**Caroline James**  
General Manager,  
Utilita Arena Newcastle

Across the year, **NE1 CAN has worked with nine new youth providers within a total of 32,** as well as **42 businesses from across the region.** These businesses range from Bowmer + Kirkland, who are responsible for the construction of the ongoing Pilgrim Street developments, and offered an on-site careers insight event to 20 students from four schools, to Blackfriars Cookery School where eight students interested in becoming chefs were invited to prep, cook, serve, and eat a three-course restaurant-standard meal under the supervision of MasterChef contestant Anthony O'Shaughnessy.

The termly programme offers a wide range of employer encounters, from small bespoke events for specific opportunities, through to large events such as **the Entrepreneurial Insights morning hosted at the Helix which saw over 150 young people in attendance.** Speakers including Charlie Hault inspired young people to consider the possibility of owning and operating their own business in the future.

NE1 CAN also worked closely this year with the Newcastle Hospitals Trust, responding to a direct request in the face of applications decreasing. Working with the Trust's Widening Participation team, **NE1 CAN hosted an event which over 100 young people attended, with a further number on a waiting list,** demonstrating the high demand for events of this type. As a result of the numbers of interested parties, **two additional events are now scheduled, taking the total number of current participants to 360.** Looking forward, NE1 CAN and the Newcastle Hospitals Trust are exploring ways to expand the partnership to highlight more roles.

With planning progressing for the spring term in 2024, the NE1 CAN programme is in the enviable position of having a host of businesses eager for long-term relationships, a testament to its responsiveness and quality of output.

“ With a workforce of around 15,000, we have a huge variety of jobs available at Newcastle Hospitals and are always looking for opportunities to promote careers in the NHS. It's really valuable to work with education providers and partners such as NE1 to showcase particular roles, including how people can progress into the different professions.

Building on this year's successful events, we're looking forward to working with NE1 on future opportunities to highlight the range of employment options we have.”

**Julie Marsh**  
Head of Communications Special Projects and Commercial,  
Newcastle upon Tyne Hospitals NHS Foundation Trust



## 853

young people  
attended across NE1  
CAN's 40 events

# Financials

## Statement of Comprehensive Income

Year ended 31 March 2023

	2023 £	2022 £
<b>Income</b>	2,352,889	2,901,037
Programme expenditure	(1,850,566)	(2,413,087)
<b>Gross profit</b>	502,323	487,950
Administrative expenses	(337,736)	(398,171)
<b>Operating profit</b>	164,587	89,779
Other interest receivable and similar income	2,467	76
<b>Profit before taxation</b>	167,054	89,855
Tax on profit	(469)	(14)
<b>Profit for the financial year and total comprehensive income</b>	166,585	89,841
All the activities of the company are from continuing operations. There were no related party transactions in the year.		

The above is an extract from the audited financial statements, a full copy of which is available on request.

## Statement of Financial Position

at 31 March 2023

	2023 £	2022 £
<b>Fixed assets</b>		
Tangible assets	128,717	134,003
	128,717	134,003
<b>Current assets</b>		
Debtors	1,390,038	617,925
Cash at bank and in hand	593,637	1,191,331
	1,983,675	1,809,256
<b>Creditors: amounts falling due within one year</b>	(258,169)	(255,622)
<b>Net current assets</b>	1,725,506	1,553,634
<b>Total assets less current liabilities</b>	1,854,223	1,687,637
<b>Net assets</b>	1,854,223	1,687,637
<b>Capital and reserves</b>		
Profit and loss account	1,854,223	1,687,637
<b>Members funds</b>	1,854,223	1,687,637



In the coming financial year, the Board plan to allocate Members funds carried forward as below.

City Environment: 51%  
 Attracting and Promoting: 30%  
 Overheads: 14%  
 Business Leadership: 5%

Members funds carried forward at the end of financial year 2023/24 will be used for programme expenditure in the following year.

# Governance

Newcastle NE1 Limited is a company limited by guarantee and operates within regulations set by government on Business Improvement Districts. The Board of Directors provides direction and strategic input and is responsible to the company’s members for the conduct and performance of the company. The primary goal of the Board is to ensure that the company’s strategy creates long-term value for business. The Board meets on a bi-monthly basis. There are 20 Directors and the Board is chaired by Adam Serfontein, the Managing Director of Hanro Group.

There are three elements to the NE1 investment criteria, as follows:

1. BID Business Plan  
Each individual project should fall into one of NE1’s core programme areas, which are:
  - Business Leadership; arguably the most important of the three areas, which relates to the opportunity afforded by NE1 for businesses to come together around a shared agenda with the resources necessary to back it up. Examples include the work around the Retail Core, and Pavement Cafe policy
  - City Environment; this involves delivery of large scale projects such as the Newcastle City Marina and the Bigg Market project, and practical, day-to-day projects such as the Street Rangers, Clean Team, and greening schemes
  - Attracting and Promoting; these items are largely self-explanatory, but have included the Get into Newcastle marketing campaign together with supporting events such as NE1 Newcastle Restaurant Week, NE1’s Screen on the Green and Magic Weekend
2. That there is commercial benefit to business, while recognising that each of the projects NE1 delivers will benefit different business sectors and geographical areas within the city centre more or less directly. The overriding requirement is that each delivers commercial benefit as widely as possible, with the combined package benefiting all.

3. That the portfolio meets the needs of all geographical and sectoral constituencies:
  - An extension of point 2, the third of the three investment criteria recognises that NE1 has a very broad constituency ranging from professional services (22%), to retail (20%), to leisure (32%), and public sector (4%), and includes not only commercial enterprises but the RVI, the City Council, both universities and Newcastle College. The range of projects delivered by NE1 is therefore necessarily diverse.

**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 Chair, Newcastle NE1 Ltd

**Gavin Black CBE\***  
Partner, Naylor Gavin Black  
Non-Executive Vice Chair, 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

If you would like information about how to become a member of Newcastle NE1 Ltd please visit:  
[www.NewcastleNE1Ltd.com/BecomingAMember](http://www.NewcastleNE1Ltd.com/BecomingAMember)

\*Member of Appointments and Remunerations Committee



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