

24

25



NE1's Quayside Carnival

Contents

Welcome	4
Meet the Team	7
Programme	
Lobbying	8
Retail Core	10
Quayside	12
Marketing	14
Events	16
Placemaking	18
Business Support	20
City Environment	22
On-Street Experience	24
NE1 CAN	26
Financials	
Statement of Comprehensive Income	28
Statement of Financial Position	29
Governance	30

Welcome

The past year has seen significant challenges, with the Budget placing additional cost pressures on the city's retail and hospitality sectors.

Closer to home, we can now see light at the end of the tunnel with respect to the significant investments being made in the city's retail core, with Northumberland Street's transformation works coming to an end, and the landmark Pilgrim Street development proceeding at pace.

Newcastle's renowned hospitality sector has faced significant challenges, with the city seeing the highest number of closures in recent memory.

In response, NE1 worked with licensees to identify a core set of issues to be addressed that would deliver a tangible difference to the sector. As part of this, NE1 established the City Centre Licensees Forum with the city council to work collectively on supporting the sector. NE1 has commissioned comprehensive research on the sector's performance to better inform on important issues such as licensing strategy, Newcastle's Late-Night Levy and pavement café policy amongst other issues.

Responding to the ongoing issue of safe and secure parking for night-time economy employees, NE1 secured a parking pilot scheme which provides nearly 600 spaces at a discounted rate of 50p per hour as one of the first outputs from this advocacy work.

City Safe, our partnership between NE1, the police and city council, ensures resources are focused on the areas of greatest need. Established 18 months ago as part of NE1's advocacy work in response to street crime, City Safe continues to go from strength to strength with 74 warning or banning notices being issued since the scheme was established, in stark contrast to one issued in the year prior.

NE1's Street Rangers and Newcastle Business Crime Reduction Partnership is an important part of this response, helping to prioritise efforts and ensure issues raised by businesses are addressed.

Not forgetting the day job, NE1's much loved rapid response Clean Team have had a busy year, collecting c.3,500 bags of rubbish from the city's streets and delivering a staggering 108,000m² of jet-washing.

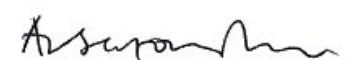
NE1's placemaking initiatives took a substantial step forward, working with Creative Central NCL to secure £95,000 of UKSPF funding to transform

Pink Lane, now a major pedestrian thoroughfare between Central Station and Helix. Celebrating the quality and diversity of the businesses in the area, this work will be complete by March 2026, addressing important operational issues such as bins, lighting and CCTV, combined with stunning artwork, feature lighting and canopy installations.

It has been a busy year for NE1's marketing and events team. Conscious of the need to attract more people into the city whilst street works are underway, NE1's Summer in the City programme in Old Eldon Square recorded 10% year-on-year growth, attracting more than 105,000 people to the area over the summer period.

NE1's Newcastle Restaurant Week saw record-breaking results and continued to evolve with Restaurant Week Live providing additional opportunities for restaurants to showcase their culinary excellence to the people of the city. Perhaps the icing on the cake, was working with Newcastle United on the phenomenal Carabao Cup celebrations, attracting crowds in excess of 300,000 to celebrate this momentous occasion which was broadcast across the world. Combined with hosting the MOBOs and Mercury Prize, it truly has been a phenomenal year for raising the profile of the city.

Finally, it would be remiss of us not to take this opportunity to thank all of the businesses who have worked tirelessly in partnership with NE1 to improve the city and, as always, if you would like to become more involved with our programme, please don't hesitate to get in touch.



Adam Serfontein
Chairman, The Hanro Group
Chair, Newcastle NE1 Ltd



Stephen Patterson
Chief Executive, Newcastle NE1 Ltd



Newcastle United's Carabao Cup trophy parade



Newcastle's Christmas Village in Old Eldon Square

Meet the Team

The NE1 team is a small and agile one, 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



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



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



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



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



Terry Brooks
Business Crime Officer
T: 07518 738 230
E: terry.brooks@newcastle1ltd.com



Kitty Brown
Marketing and Events Executive
T: 0191 235 7098
E: kitty.brown@newcastle1ltd.com



Sophie Corbishley
Social Media Executive
T: 0191 211 3950
E: sophie.corbishley@newcastle1ltd.com



Louise Debnam
Placemaking Project Manager
T: 0191 235 7097
E: louise.debnam@newcastle1ltd.com



Rachel Fenwick
Head of Marketing and Events
T: 0191 211 3952
E: rachel.fenwick@newcastle1ltd.com



Alex Gamble
Events Coordinator
T: 07946 209 719
E: alex.gamble@newcastle1ltd.com



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



Harriet Metcalfe
Digital Marketing Executive
T: 0191 211 3953
E: harriet.metcalfe@newcastle1ltd.com



Victoria Patton
Office Manager
T: 0191 211 3954
E: victoria.patton@newcastle1ltd.com



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



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



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

“ NE1’s work, on behalf of licensees in the city and those employed outside of conventional hours, to secure the parking pilot scheme is a fantastic example of the power their voice for businesses can have. This has been a problematic issue and through meaningful engagement, collaboration, and creativity, NE1 have delivered something impactful for the 10,000+ night-time economy employees the city relies on.”

Jack Taylor
Pubwatch Chair,
Newcastle City Centre

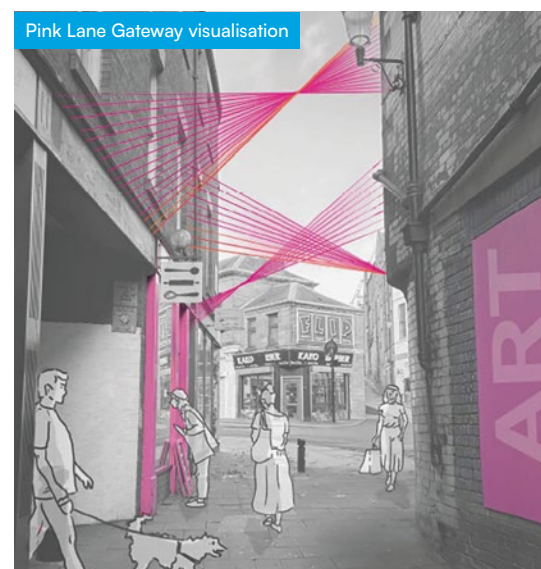


NE1's Business Support Manager Richard Turner

Lobbying

Providing a stronger voice for the city’s businesses is a vital pillar of NE1’s programme. Consistent communication with our levy-payers ensures we are informed of issues, and provides solid foundations to make representations on their behalf to deliver tangible results.

This year has been a particularly challenging one for Newcastle’s licensed premises, with the city seeing a number of high profile closures. **In May, NE1 convened a meeting of the city’s licensees to establish a consensus on the core issues** and, following that, established the ‘NE1 Licensees Forum’ with the city council to work collaboratively on protecting and growing the sector and on the path forward. Following that, and to provide a solid statistical basis for our collective lobbying efforts, **NE1 commissioned Ingenium Research to provide a report on the city centre’s Night-Time Economy** including detail on sector performance compared to the wider Newcastle area, nearby towns, and the UK average. The findings of this report will be used to **lobby on establishing a guiding vision for the sector, pavement café policy and repealing the city’s existing Late-Night Levy.**



Pink Lane Gateway visualisation

380

member businesses
in NE1’s Newcastle
Business Crime
Reduction Partnership

583

car parking spaces
in the Car Parking
Pilot scheme

“ High Streets UK was set up to be a collective voice for flagship high streets across the UK, tackling the most pressing issues these destinations face. We knew that to be a credible voice, we had to be truly representative of the nation. That’s why we invited NE1 to join the partnership as a founding member, representing the North of England’s flagship high street destination, Newcastle. Across the year, we have worked closely with NE1 to lobby on shared issues such as business rates reform, safer high streets, and tourism.”

Dee Corsi
Chair,
High Streets UK

On a more operational level, the lack of late night car parking provision for the army of workers who keep the city’s night-time economy going, has been a cause for concern for Newcastle’s licensees. As a result of NE1’s lobbying efforts on this matter, **a Car Parking Pilot scheme has been secured, with two council-owned multi-storey car parks providing 583 parking spaces at a hugely discounted rate** of 50p per hour between 7pm and 12am. **This pilot ensures safe and secure parking** for those who work in our late-night economy.

With on-street experience a key issue for our levy-payers, **our Newcastle Business Crime Reduction Partnership has continued to be a priority, and membership has increased to over 380 businesses** within the city centre. Our partnership with Northumbria Police and Newcastle City Council on **the City Safe scheme continues to deliver impressive results**, targeting the most prolific low-level offenders through a joined-up approach between the three agencies.



NE1's Director of Operations Tariq Albassam

Nationally, **NE1 have increased our engagement with the Association of Town and City Management (ATCM)**, attending their Summer School in June, where **NE1 won the ‘Best Event’ award for Screen on the Green. NE1 was also invited to be a founding member of the High Streets UK group**, a nationwide coalition of leading BIDs from cities including Birmingham, Bristol, Cardiff, Edinburgh, Liverpool, and London. **The group’s mission is to champion flagship high streets and push for reforms** that address the most pressing challenges facing these economic hubs.

Finally, **we were delighted in March to secure a £95,000 grant award from the UKSPF Fund for the Pink Lane area**, working with Creative Central NCL. Based on the priorities raised by businesses in the area, work on improvements to Pink Lane, Forth Lane, and Bewick Square has already begun and these elements will be complete by March 2026.



ATCM's 'Best Event' award



NE1's new 'Stay & Play' area in Old Eldon Square

“ We are absolutely delighted to be part of the ongoing transformation of Pilgrim Street and to now be able to welcome the public into this historic building to experience the bold and immersive venue we have created. The street is changing day by day and we are excited for the coming years to unfold.”

Chris Thompson
General Manager,
Hotel Gotham



Newcastle Pride march

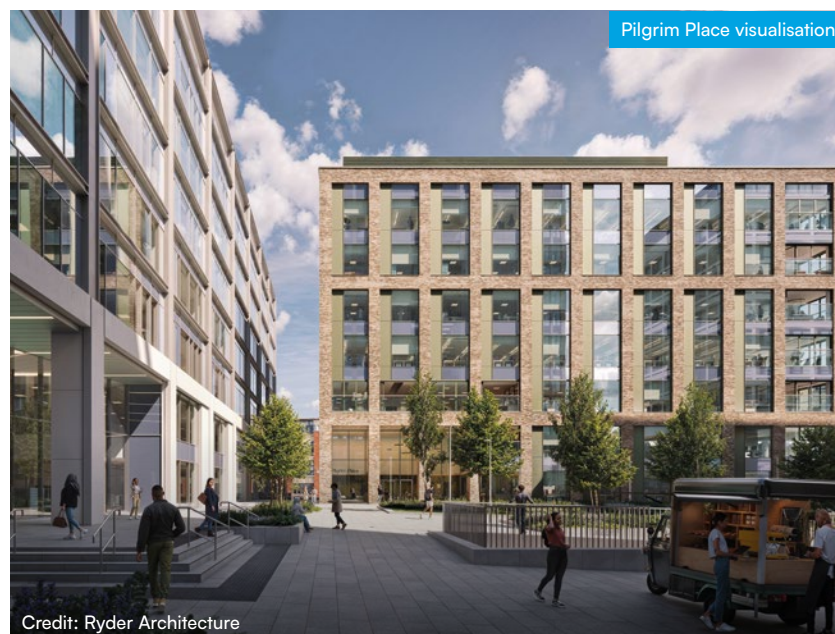
Retail Core

The past year has seen significant progress to the Northumberland Street and Pilgrim Street developments and the completion of two major sites in the area as Hotel Gotham and STACK both opened their doors in November.

The Pilgrim Quarter building, which will house HMRC's regional headquarters has rapidly progressed throughout the year, and in January it was announced that **two further towers would be built in the area. One of them, the nine-storey Pilgrim Place 1 designed by Ryder Architecture, has already been extensively pre-let to DWP** in a move which will add an additional 1,700 workers to those already expected. Finally, in October, it was confirmed that Bank House on the southernmost block of Pilgrim Street **was now fully occupied** after a striking series of lettings this year.

Mindful that the disruption to Northumberland Street and surrounding areas due to the street works has been challenging for businesses, NE1's focus over this period has been driving additional visits into the city through events and marketing. **It is therefore encouraging that footfall for the first three quarters of the year was up year-on-year,** outperforming the national average.

The addition of Mowgli to Nelson Street in March was heralded, and Newcastle Building Society finished their extensive works on Grainger Street, opening the doors of their new flagship branch in July. Flight Club and Pho have also opened this year, **whilst Northern Goldsmiths completed a £1.5mn refit of their iconic store in early summer.**



Pilgrim Place visualisation

Credit: Ryder Architecture



Newcastle's Christmas Market

In spring, NE1's Grey Street Gathering returned to its position on **Grey Street**, adding greenery and seating to one of the finest streets in the UK. **In July, Northern Pride, which NE1 are headline sponsors of, hosted a weekend of celebrations in the heart of the city,** including in Old Eldon Square and at Grey's Monument.

NE1's activities in Old Eldon Square returned again this summer, and broke all previous records, **attracting over 105,000 people to the space, a 10% increase on 2024's attendance.** Tiny Toon was again integral in this and proved popular with families, as was Stay and Play area on the northwest corner of the square.

In August, NE1 also delivered the inaugural **Restaurant Week Live event, which saw demonstrations from some of the city's finest chefs.** As a result of this, and other additional promotional opportunities for restaurants, **August's Newcastle Restaurant Week was the most successful ever recorded with over 59,000 diners taking part.** Also in August, Mela in the City brought a day of performances to Grey's Monument.

It was **Newcastle's Christmas Market however which experienced the most impressive growth, attracting 375,000 additional visits in 2024, a 28% increase on the previous year.** The market added a host of family attractions in Old Eldon Square, as well as a raised platform holding igloo domes around the Monument. These additions proved extremely successful, and **led to a striking 60% increase in economic impact, from £56mn to £90mn,** according to an independent market research study.

Looking forward, **both Northumberland Street and Grainger Market works are expected to complete in early 2026,** which will mean a transformational few months in the heart of the city to start the next year.

375,000

additional visits to
Newcastle's Christmas
Market year-on-year*

*Eljay Research, 2024 study



Mela in the City

“ We love the Grey Street Gathering and look forward to it being installed every year. It's a recognisable sign that summer is coming and really adds to the environment and atmosphere of the street during the summer months, Grey Street looks so bare when it's not there!”

Laura Taylor
Dispensing Optician,
Grey St Optician

1,700

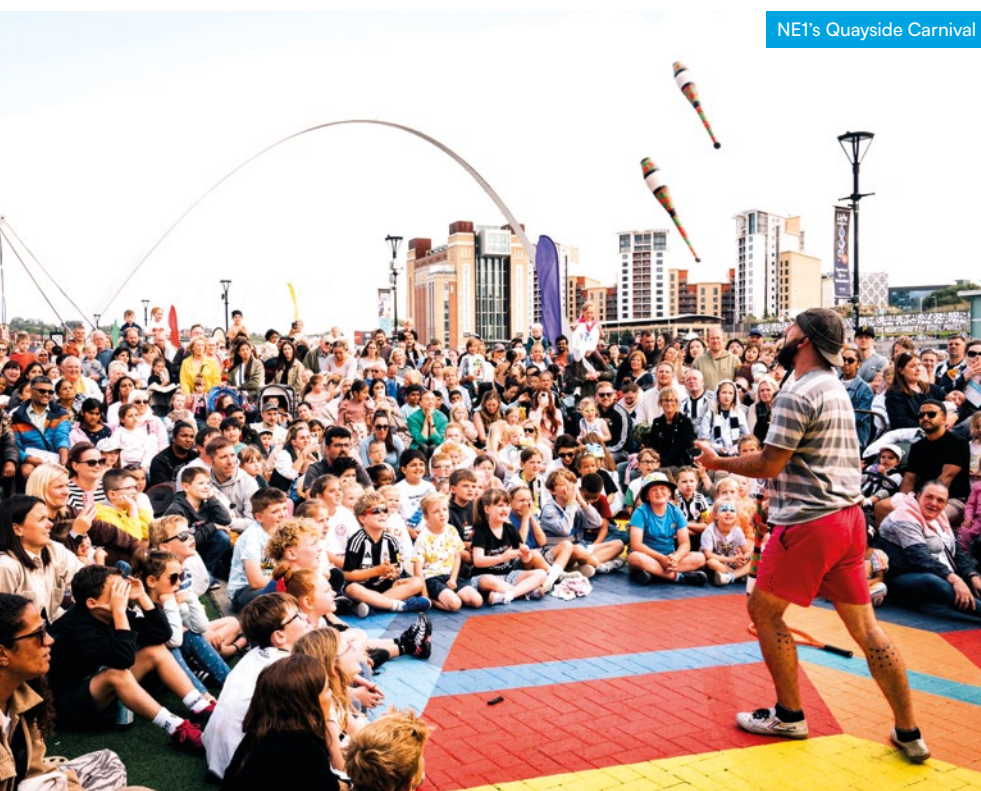
expected number
of DWP employees
working in Pilgrim
Place on completion
in 2027

Quayside

Newcastle Quayside is the iconic view of the city. As such, NE1 work year-round to curate a packed programme of activity and interventions in the area, ensuring Newcastle's most famous view continues to evolve, engage, and surprise in equal measure.

Colour forms an important part of this, and our 90-metre-long Wesley Square mural provides a suitably ambitious statement of intent. **This year saw our most ambitious iteration of the mural, with 320 hours spent and 18 different colours used** to create a visually stunning piece from Portuguese visual artists HalfStudio. 'Go with the Flow' was the message, and the bold and striking design provided a suitably vibrant visual refresh ahead of a busy summer programme.

July, August, and September saw a packed programme of events, as **NE1's Summer in the City ran over six weeks providing 75 free activities** on the Quayside including kayaking taster sessions, music workshops for children, guided heritage walks, and storytelling. **NE1's Dog on the Tyne also returned, a celebration of all things canine,** featuring an agility course, guided walks, and a selection of relevant traders, but it was **our Quayside Carnival, new for 2025, which really made a dramatic impact. Attracting more than 10,000 visitors,** this family-friendly event packed the streets and businesses in the area with many reporting record-breaking figures and dramatic increases in trade.



NE1's Quayside Carnival



NE1's Newcastle Dragon Boat Race

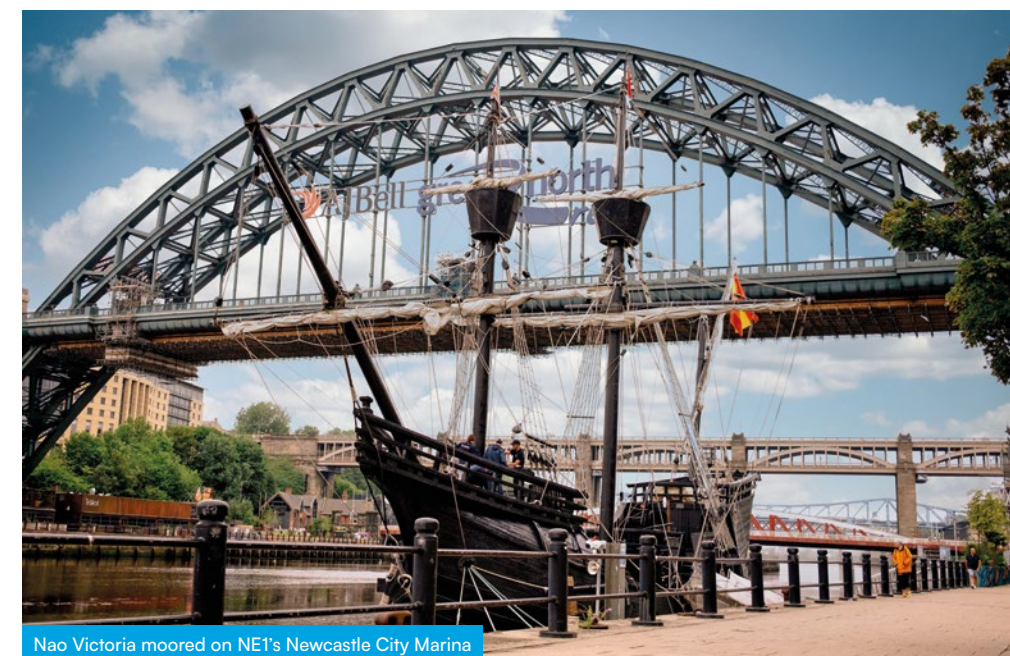
“ We love being based on the Quayside, especially with NE1's installations and variety of events that take place in the area really injecting a great sense of excitement and bringing the city together to engage as a community.

We're lucky to be so close to the site of their mural and seeing it refreshed with a new design each year is something we really look forward to. Changing the landscape in such a colourful and bold way really helps keep the Quayside vibrant and interesting.”

Miles Clayton
Regional Support Manager,
The Head of Steam

70%
reported uplift in
year-on-year takings
for some businesses
as a result of the
Quayside Carnival

Having worked hard to facilitate the visit of El Galeón Andalusia to Spillers Wharf in 2024 we were delighted to be approached again by the Nao Foundation with **the opportunity to welcome the Nao Victoria, a replica of the first ship to successfully circumnavigate the globe.** Due to its slightly shorter height the ship was able to be moored on our Newcastle City Marina, in the very heart of the Quayside, and **it proved tremendously popular, attracting over 5,000 visitors during its 10 day stay.**



Nao Victoria moored on NE1's Newcastle City Marina

As summer turned to autumn, **NE1's Newcastle Dragon Boat Race returned to the water and the event broke records,** attracting more participants than ever before on both days and raising 60% more for charity. **More than 850 people took to the water and 17,000 lined the Quay wall to spectate** across two days in late September.

NE1's Quayside lighting project continued to progress throughout the year, working closely with property owners and contractors to **develop designs that reflect the individual character of each building** whilst remaining in line with the overarching lighting strategy. **More site visits, investigations and designs will follow in the coming months as the project advances.**



NE1's Wesley Square mural

17,000
spectators across two
days of the Newcastle
Dragon Boat Race

“ NE1's Quayside Carnival was so busy that it took us by surprise!

Another great event on the Quayside from NE1 which really boosted footfall and trade, it wasn't far away from being our busiest day ever. We're looking forward to next year already!”

Victoria Featherby
Co-Founder & Director,
Scream for Pizza

Marketing

24/25 was an outstanding year for NE1’s marketing channels, which form a key element of the company’s day-to-day delivery on behalf of businesses in the city.

Most eye-catchingly, NE1’s regionally dominant social media channels continued their dramatic growth with a striking 58.25mn impressions on our organic content, an increase of 99%, or more than 29 million, from 2024’s numbers. Within this were notable successes for coverage of Fenwick and Greggs’ collaboration, Newcastle United’s Carabao Cup celebrations, Theatre Royal shows, and Mowgli’s launch in the city, each generating hundreds of thousands of impressions.

Over the course of the year our follower numbers have increased to over 280,000 across all channels, with more than 90,000 on Instagram alone. The purpose of these channels is to amplify the quality and diversity of our city’s businesses and drive trade.

AI is changing the way users engage with websites, however our Get into Newcastle site held strong with an average of more than 115,000 visits per month. Our consumer email database also grew to over 62,500 subscribers, an increase of 19%, with more than 10,000 new sign-ups year on year.

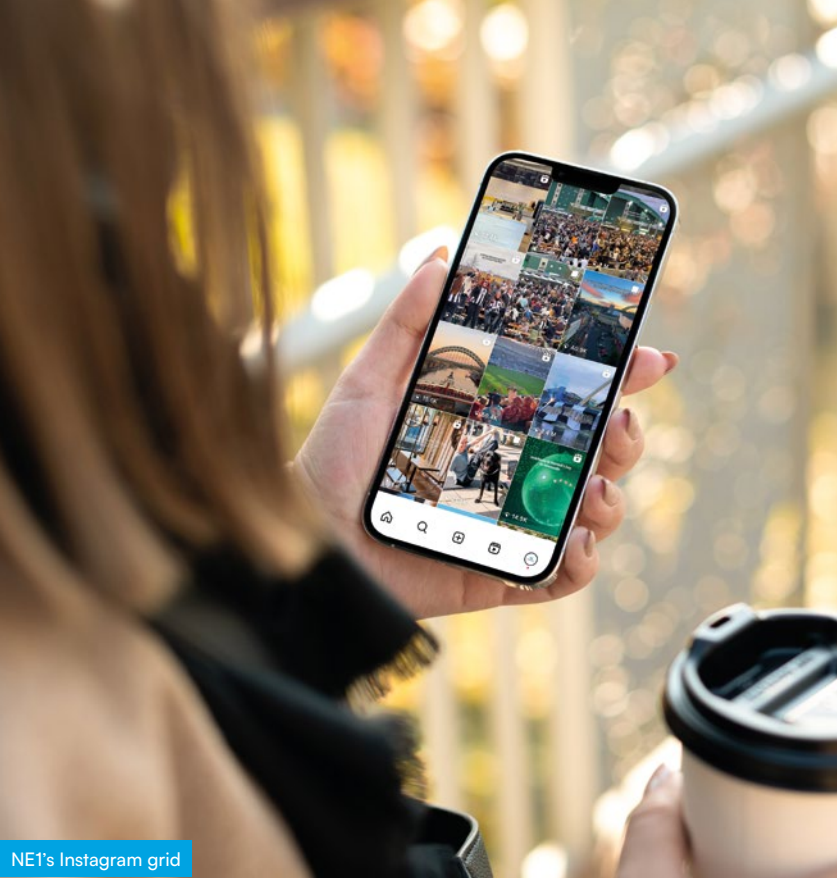
58.25mn

impressions on NE1’s organic social media content in 2025

“ As a new business which has opened in the city this year, being able to rely on NE1’s marketing channels to help us make an impact has been so important.

From their first posts on social, to the competition we ran with them, and much more, the awareness we’ve generated online through NE1 has definitely helped us establish ourselves in Newcastle so quickly.”

Mark Spanton
General Manager,
Dakota Hotel



NE1’s Instagram grid



Daily Express coverage of City Safe



NE1’s Summer in the City ad campaign

239

pieces of media coverage for NE1 this year across TV, radio, in print, and online

NE1’s paid Marketing campaigns also delivered strong results this year, with a combined 15.4 million impressions across a range of channels, delivering more than 200,000 visits to our websites and contributing in no small part to record attendances at many of our large-scale events. These mass-awareness campaigns also proved exceptionally cost-effective and efficient with tremendous engagement across the board.

Our always-on PR campaign has generated an extremely impressive 239 pieces of coverage in 2025 across television, radio, and in print, with notable appearances in national press titles this year adding to another year of strong regional presence. Whether proactively marketing our events and initiatives, or reactively commenting on issues on behalf of our businesses, our PR campaign has established NE1 as an authoritative voice on behalf of the city’s business community.

The NE1 Exclusive card, our discount scheme for city centre workers, continued to grow and now boasts a comprehensive 83 offers available from businesses across the city, and an audience of 36,000 card holders. This year in particular has been striking for the number of businesses seeking to add offers to the card which has established itself as a ‘must-have’ for anyone who works in the city.

“ Throughout the year we have worked extensively with NE1’s Marketing team across events and major new openings in The Gate. Being able to identify priorities collectively and rely on them for high-quality output has been so important and the cumulative total of more than 1.5 million impressions has been tremendously welcome in spreading the word!”

Julia Turner
Marketing Manager,
The Gate





Events

Events animate a place and bring it to life, giving people a reason to visit and linger longer. This is why they form an integral part of NE1's delivery.

Over the past 12 months **our calendar of award-winning events in the city has delivered record-breaking numbers and impact**, and none more so than Newcastle's Christmas Market which we deliver alongside Newcastle City Council. Having long been identified by NE1 as a key opportunity to attract more visitors into the city's businesses at a crucial time of year, 2024 was the year that ambition began to be realised as **the market saw a dramatic 28% increase in footfall year-on-year, and a 60% increase in economic impact**.

Whilst the city's New Year's Eve celebrations had to be cancelled due to extreme weather, **NE1's Newcastle Restaurant Week in January attracted 58,500 diners, who spent over £1.18 million**, meanwhile Newcastle's Chinese New Year celebrations benefited from clear skies and delivered its **highest attendance post-Covid. 12,000 people enjoyed the festivities between Grey's Monument and Chinatown**.

Super League's Magic Weekend returned to the city for the eighth time in May, drawing the event's **largest ever Sunday crowd** and achieving the fifth highest overall attendance in its history, with **more than 64,000 spectators across the weekend and delivering an economic impact for the city in excess of £10 million**.



200,000+
attendees to events delivered or sponsored by NE1 during the six-week summer holidays

"We enjoyed a strong Christmas trading period in-store, as Newcastle came alive with increased footfall driven by the Christmas market. There was a vibrant buzz which resonated across the city and was reflected in our store, it was great to see the city come to life over the Christmas period."

END



"NE1's summer activities in Old Eldon Square simply transform the space. Overnight, scores of families flock to the area and we can really see the impact of this within the centre."

Knowing we can rely on huge numbers of visitors is invaluable for us over the school holidays."

Helen Cowie
Centre Director,
Eldon Square



£2.3mn+
economic impact of two Newcastle Restaurant Week events in 2025

NE1 delivered a comprehensive calendar of events throughout the school summer holidays, led by **Screen on the Green and Tiny Toon in Old Eldon Square**. These attracted more than 105,000 visits, and won the National Association of Town and City Management's 'Best Event' award, as well as an Award of Excellence from the International Downtown Association.

August's Newcastle Restaurant Week broke January's record and became the biggest Restaurant Week NE1 have delivered, with 59,800 diners taking part. August also saw the event's first foray into live demonstrations which took place on Grainger Street with chefs from 21 Hospitality, Dakwala, and Sushi Me Rollin' taking part.

Our inaugural **Quayside Carnival attracted over 10,000 people** to the Quayside for a day of family-friendly activities and performances, whilst **Dog on the Tyne returned for its second year of four-legged fun with in excess of 2,000 owners** and their canine companions taking part.

Finally, **our Newcastle Dragon Boat Race also enjoyed a record-breaking year, with more boats and participants than ever before on both days of the event**, as well as over 17,000 spectators lining the Quay wall to cheer on the teams, and over £40,000 raised for charities including the Great North Childrens Hospital.



19,000

lights installed on
Newcastle Theatre
Royal columns for
Christmas

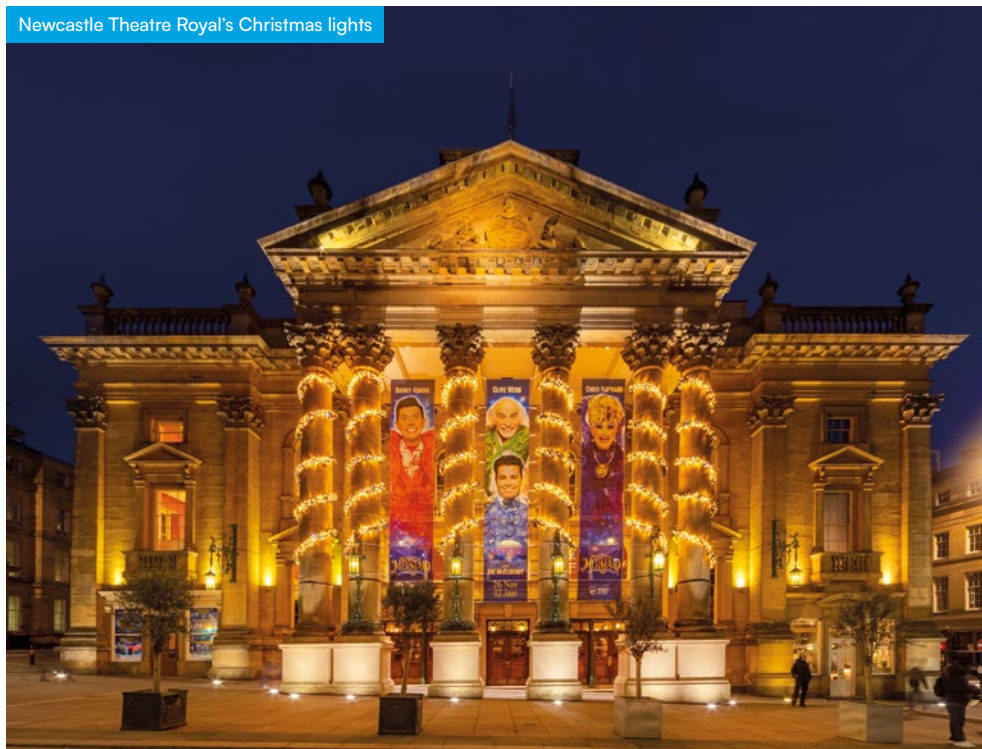
Bewick Square visualisation



“ Christmas is such an important season for the theatre as we welcome over 95,000 panto-lovers, so when the opportunity arose to work with NE1 to add an installation to the front of the building we were tremendously excited. The garlands and lights looked beautiful, and it was wonderful to see so many people pausing to capture photos – they gave the building a fresh and captivating festive charm, making memories that sparkle and spirits bright.”

Jo Kirby
Director of Audience
& Communications,
Newcastle Theatre Royal

Newcastle Theatre Royal's Christmas lights



Placemaking

Across the city NE1's Placemaking projects have brought colour and vibrancy this year, changing how people interact and engage with the areas.

In November 2024 we were delighted to work with **the iconic Newcastle Theatre Royal to install 138m of festive garland on the historic columns at the front of the Grade-I-listed building**, creating a stunning seasonal change to this much-loved institution and further incorporating the theatre into the city's Christmas celebrations. The installation **quickly became one of the most photographed elements of the city's Christmas offer**.

Grey Street Gathering returned in April and elevated the experience in the area by providing much needed seating and greenery throughout the sunnier months. With planter beds running 28m along the length of the installation it adds 2,000 flowers, bulbs, and shrubs to the area, and creates a tranquil space for shoppers, tourists, or the staff of neighbouring businesses.

On the Quayside, our **Wesley Square mural had its most ambitious iteration yet**, provided by Portuguese visual artists HalfStudio. **Measuring over 90m long, the mural is refreshed with a new design by a new artist each spring**, providing a seasonal change to one of Newcastle's most famous views. This year's design features 18 colours, and is bright and bold. **The mantra 'Go with the Flow' sits at the heart of the piece**, wording chosen to reflect the location on the banks of the river.

The area around Pink Lane is a focus for NE1 given its status as the primary pedestrian route from Central Station to the west of the city including the Helix and St. James' Park. **We are delighted to have secured £95,000 from the UKSPF fund** for improvements to the lane and its immediate surroundings to be delivered by the end of March 2026. **These improvements will include a striking gateway installation** consisting of a series of overhead connecting 'threads' and integrated lighting, as well as the addition of several bin stores in the area with an aim of **reducing bins on the street by up to 70% and significantly improving the on-street environment**. In September we hosted consultation events on the plans with local businesses and residents, and in October supported Creative Central NCL with their 'Urban Gallery' installation on Forth Lane.

£95,000

UKSPF funding
secured from Creative
Central NCL for
Pink Lane

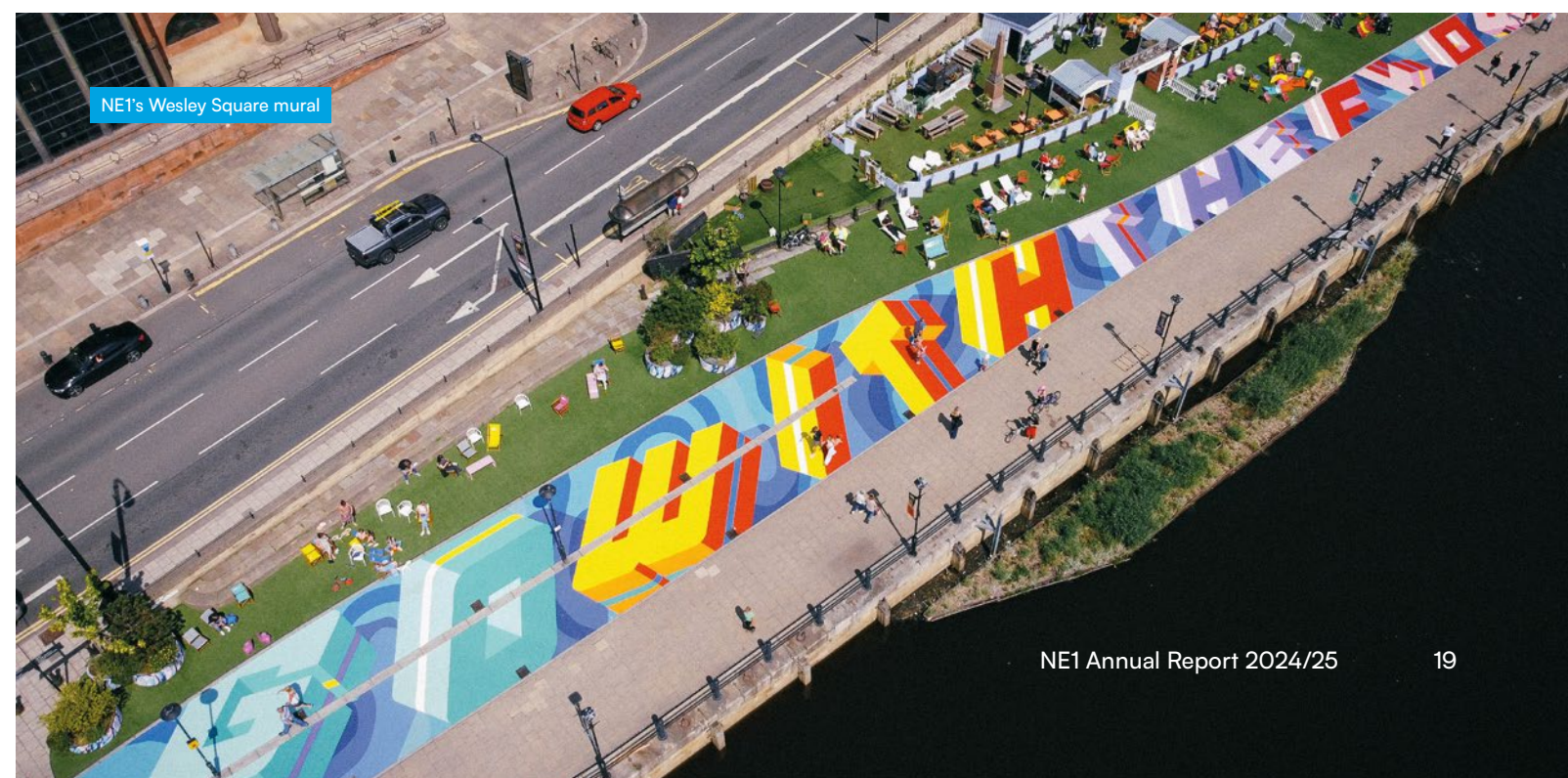


Pink Lane Gateway visualisation

“ PNE have been on Pink Lane for over 30 years, and we're delighted to see the schemes proposed which we believe will change the on-street environment significantly and act as a real boost for the area. Having the city council, NE1, and businesses on the street collaborating will ensure a place we can all be proud of and create a destination in its own right. We can't wait to see the changes in the coming months.”

Tracey Moore
CEO,
PNE

NE1's Wesley Square mural



“ NE1 are an incredible support in helping us communicate key news about the Tyne Bridge Restoration. Their proactive approach in sharing any road closure information and project updates with their extensive network has helped ensure that important messages reach the right audiences.”

Paige Bell
Stakeholder & Public
Liaison Officer,
Esh Construction



Tyne Bridge Restoration

Credit: Andrew Heptinstall Photography

Business Support

With the city centre continuing to not only undergo several comprehensive construction and transformation projects in its very heart, but at the same time hosting major events and activities throughout the year, providing operational and logistical support to businesses remains an integral aspect of NE1's delivery.

Multi-year projects including the Tyne Bridge restoration project, the City Centre Transformation Programme on Northumberland Street, and the Pilgrim Street development bring with them their own challenges as they progress, and throughout this year **NE1 has been key in disseminating messages to stakeholders and businesses.** This ability to quickly ensure information gets to those who need it and whom it will impact is invaluable.

NE1's regular monthly email to businesses plays an essential role in this, containing within it any relevant updates including road closures, planned protests, and events of scale, however **our responsive communication is also relied upon, especially in the face of unplanned additions to the programme of works.** Over the last 12 months our emails have included important updates regarding **major infrastructure projects including the Central Motorway, Gateshead Flyover, and Tyne Bridge.**

70%

expected reduction
in bins on Pink Lane
through NE1's waste
consolidation work



Tyne Bridge Restoration

Credit: Andrew Heptinstall Photography



Northumberland Street CCTP works

“ NE1's work in bringing together more than 20 businesses impacted by a litany of problems in an unloved space in the city has been exceptional.

Proactive and driven, they have worked hard to bring other stakeholders to the table, and we now have a broad range of pragmatic measures progressing to improve the area.”

Matt Brindley
Estates Manager,
M&S



Newcastle Pride march

20+

businesses brought
together to tackle
issues off Percy Street

We have also **supported major events with communications, including the Great North Run, Red Bull's Tyne Ride, and Northern Pride,** who had to change the route of their march at short notice. A special mention must also be made of **Newcastle United's triumphant parade through the city following their Carabao Cup victory. A momentous and historic occasion, but one which required extensive liaison with businesses** likely to be affected.

Away from communications, **NE1's business support efforts also extend to tackling problem areas in the city with proactive and targeted action,** and nowhere was this more impactful this year than with regards an area shared by more than 20 businesses, located between Northumberland Street and Percy Street. **Plagued by antisocial behaviour, petty crime, drug use, and fly-tipping, NE1 brought the nearby businesses together** to tackle the problems which have been ongoing for many years. Since that meeting, we **have delivered a range of measures to overcome these problems permanently.** These include reinstating a gate, lighting improvements, introduction of an ANPR camera, and lobbying Northumbria Police to ensure the area is added into their Problem Oriented Policing plans.

Tackling the troublesome issue of bins and waste, **our waste consolidation schemes bring businesses together to reduce the number of bins on the city's streets,** as well as saving money for businesses. **Our most recent scheme is focused on Pink Lane and involves 24 businesses across all sectors.** This is expected to reduce the number of bins in the area by up to 70%, markedly improving the experience for all who use the street.



Newcastle United's Carabao Cup trophy parade

“ Whether it’s weeding, painting, deep-cleaning, or regular jet-washing, NE1’s team are essential in how the on-street environment surrounding our businesses around the city looks and feels year-round.

Both their proactive and reactive work makes a visible and immediate difference, they are a real asset for businesses.”

Imran Khaliq
Director,
Gainford Group



NE1's Clean Team jet-washing

City Environment

NE1’s city centre cleaning services are one of the most visible things the company does. They are also one of the most impactful, and certainly one of the most important for our businesses. A clean city feels cared for, and it feels welcoming, that’s why delivering a city environment people can feel proud of has always been a key objective for NE1.

On the frontline of this are our **rapid response Clean Team, who work 364 days a year to ensure the city looks its best.** Proactively identifying areas in need of attention, as well as responding to business requests, the **Clean Team have collected 3,450 black bags of rubbish from Newcastle’s streets, over and above that which the city council’s sweepers collect.**

They have responded to 1,350 cleaning requests from businesses, removing 630 graffiti tags, and jet washed a staggering 108,000m². This dramatic increase stems from a concerted effort to pivot towards more deep cleaning this year as an area in which more impact could be delivered. In practice this has meant that **the team have been able to make a noticeable difference to areas across the city** which have sometimes lain untouched for years, as well as identifying areas in need, or high footfall areas which would benefit from a regular cleaning rotation.

3,500+
black bags of litter
removed from the
city’s streets by NE1



NE1's Clean Team deep cleaning

In addition to the Clean Team, NE1’s work with volunteers from businesses across the city has continued to pay dividends, giving us the scope and flexibility to deliver a range of projects which include more than simply cleaning. **In August, volunteers from True Solicitors painted 75m² of Exhibition Park’s gates, while in November, a team from Norton Rose Fulbright completed a variety of works around the 55 Degrees area** including removing 22 bags of waste.



Volunteers repainting railings in Exhibition Park



NE1's Clean Team business response

108,000m²
jet-washed by the
Clean Team

With the Mercury Prize taking place for the first time in the city in October, we worked with 11 staff from Malmaison and Hotel du Vin to litter pick the area immediately surrounding the Utilita Arena, ahead of the event. **This litter pick resulted in 56 bags of rubbish collected, making a tangible difference to the area.**

Across the year **our Business Support Manager has mobilised over 150 volunteers, who between them have committed more than 456 hours, or the equivalent of 19 full days. These efforts have removed a further 270 black bags of litter, equivalent to 4 tonnes of waste,** as well as delivering hours of habitat management, weeding, and painting, adding significantly to the efforts of the Clean Team day in, day out.

“ We’ve partnered with our friends at NE1 five times over the past two years to support a range of community volunteering initiatives. From litter picking across Newcastle city centre and the Quayside, to helping prepare Forth Lane for a new art installation, and braving 28-degree heat to paint the gates and railings at Exhibition Park, our teams have been proud to contribute to improving our local spaces.”

Nicole de Vega-Mahoney
Head of Marketing,
True Solicitors



City Safe briefing

On-Street Experience

As cities and towns across the UK struggle with increases in antisocial behaviour and low-level crime, the importance of the on-street experience has never been greater. How a place feels is a key component in whether people want to return. A visually welcoming city is one people want to return to, spend time and money in, and that is why Newcastle's on-street experience will always remain a high priority.

“ We first became part of the City Safe scheme amidst an influx of antisocial behaviour in our area, and the scheme finally gave us an effective way to report all of the incidents that had previously been ignored. NE1's Street Rangers have been on hand ever since and this has made a massive difference to the staff who feel safer, and to our patients.”

Jessica Hewitt
Patient Care Coordinator,
G.T. Harvey & Partners

One of **the most striking successes of this year has been multi-agency initiative, City Safe**, which brings together NE1, Newcastle City Council, and Northumbria Police to tackle antisocial behaviour and low level crime in the city centre. Established in May of 2024, City Safe has gone from strength to strength this year and has exemplified the benefits of true partnership working and collaboration. **Incidents of antisocial behaviour have fallen by 15% and there has been a 33% drop in alcohol-related disorder.** By targeting the most prolific repeat offenders, and utilising the strengths of each member agency combined with daily intelligence briefings between partners, the initiative is having a tangible impact on the look and feel of the city.

A total of 74 warning or banning notices have been issued to offenders over the past 18 months since the implementation of the scheme. By comparison, only one notice was issued in 2023 prior to the initiation of City Safe.

Due to this impact, **businesses have begun reaching out to the City Safe team to request employee briefings. Bank House and HMRC are among the locations** that have already benefited from presentations. The scheme has also received positive coverage from The Express newspaper, and will feature in a six-part documentary series on Channel 4 in the coming months.



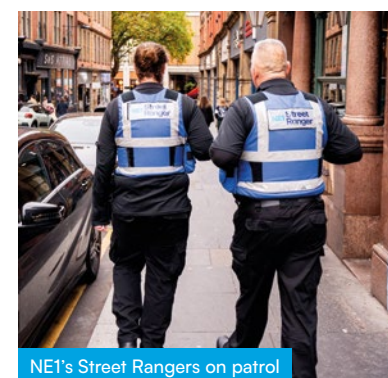
NE1's Street Rangers filming with Candour Productions

15%
reduction in incidents
of antisocial behaviour
in the city centre



Distributing for the Poppy Appeal

74
warning or banning
orders issued to
persistent offenders
in 18 months



NE1's Street Rangers on patrol

“ NE1's Street Ranger team have helped us distribute our Poppy Appeal collection boxes across the city for several years now and their assistance has totally transformed our visibility during what is a key period for us.

From 110 businesses previously up to 225 this year, this dramatic increase would not have been possible without the support of NE1 and their team.”

Chris Mabbott
Lead Volunteer,
Royal British Legion Newcastle

Responsible for much of the reporting which influences City Safe's priorities, **NE1's Newcastle Business Crime Reduction Partnership (BCRP) now numbers 380 member businesses and is believed to be the largest BCRP in the UK.** More importantly however is the engagement member businesses have with the partnership, with **58% of users actively sharing and accessing intelligence compared with a national average of 25-30%.** This has led to 2,564 incidents reported through the platform, and 725 offenders identified and reported.

NE1's well-loved Street Ranger team has increased their delivery this year, with 15% more hours spent on the streets of the city. **The team have amassed a huge 18,850 public interactions and 17,625 business interactions, as well as a staggering £128,000 worth of stock recovered** following thefts. The Street Rangers play a key role in the workings of the city, and are an integral part of City Safe as well. Their eyes and ears on-the-ground intel is essential in understanding trends and patterns of behaviour, influencing how resource is best deployed. They have also assisted in more than 700 first aid incidents.

On top of the safety element of their role, **the Street Rangers also help partners and stakeholders with distribution and business liaison**, most notably this year through their work with the Royal British Legion's Poppy Appeal where they **delivered collection boxes to 225 businesses across the city.**



One of 18,850 public interactions for NE1's Street Rangers this year



NE1 CAN's Professional Services event with Lycetts

“ We were thrilled to partner with NE1 CAN to welcome young people into the Maldron Hotel Newcastle for hands-on work experience in hospitality. From front desk and housekeeping to food & beverage and management, students explored the range of exciting career paths our industry offers.

NE1's infectious energy, passion, and commitment to connecting young people with real opportunities makes such a difference.”

Anna Wadcock
General Manager,
Maldron Hotel Newcastle

NE1 CAN

NE1's cross-sector career insight programme, NE1 CAN, has delivered an impressive **47 events** reaching **2,286** young people from across the region over the last year.

Working in partnership with **49 businesses**, the programme has continued to deliver traditional NE1 CAN events whilst developing a bespoke cohort programme where smaller groups of young people, closer to the employment edge, **gain experience of a specific sector across a number of events, providing in-depth engagement with a wide range of employers.**

In line with updated Gatsby Benchmarks, **cohorts have focused on areas with high employment opportunities and skills gaps within Newcastle** and the wider North East. Event programmes exploring Law, Cheffing, Construction, and Hospitality and Retail with delivery partners including Womble Bond Dickinson, Jackson's Law, Bowmer + Kirkland, Hooked On Group and Primark have been received exceptionally well both by young people and businesses. Businesses were keen to work with the programme to showcase the employment opportunities that exist in their sector, and to engage with a potential future workforce.

“ The Early Talent Team here at WBD is delighted to support the hard work of the NE1 CAN team in providing early insight and access for young students to the legal world and the variety of roles and careers our sector has to offer in our region.

As a firm we share NE1 CAN's passion and commitment for developing early talent and are proud to partner with them.”

Jemma Lewins
Senior Early Talent Advisor,
Womble Bond Dickinson

49

businesses have hosted NE1 CAN events this year



Discussion at NE1 CAN's Entrepreneurial Insights event

2,286

young people attended NE1 CAN events this year



Group discussion at Lycetts event



Students at NE1 CAN's 'The Big One' event with the NHS

Working directly with KS5 students, aged 16+, **we have been able to highlight immediate employment opportunities for 18-year-olds**, as well as promote city centre apprenticeships, and showcase degree pathways and excellent local courses with HE providers in our city.

Our continued partnership with Newcastle Hospitals Trust goes from strength to strength with **'The Big One' event once again attracting in excess of 350 students to interact with 35 professionals currently working in the NHS.** This is in addition to a dedicated Allied Health Professionals event which brought over 80 young people to an event in July.

This year has seen the number of young people in attendance at events more than double, demonstrating the continued appetite from young people to learn about the opportunities which are available for employment within the city. **We look forward to developing our cohort programme and working even more closely with businesses** to bridge skills gaps and continue to highlight fantastic employment and apprenticeship opportunities available with their business over the coming year.

Financials

Statement of Comprehensive Income

Year ended 31 March 2025

	2025 £	2024 £
Income	2,391,400	2,144,098
Programme expenditure	(2,042,716)	(2,275,081)
Gross Profit (loss)	348,684	(130,983)
Administrative expenses	(399,025)	(429,722)
Operating loss	(50,341)	(560,705)
Other interest receivable and similar income	47,237	7,099
Loss before taxation	(3,104)	(553,606)
Tax on loss	(8,975)	(1,349)
Loss for the financial year and total comprehensive income	(12,079)	(554,955)
All the activities of the company are from continuing operations.		

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 2025

	2025 £	2024 £
Fixed assets		
Tangible assets	268,027	222,169
	268,027	222,169
Current assets		
Debtors	184,111	240,463
Cash at bank and in hand	1,150,967	1,045,539
	1,335,078	1,286,002
Creditors: amounts falling due within one year	(315,917)	(208,903)
Net current assets	1,019,161	1,077,099
Total assets less current liabilities	1,287,188	1,299,268
Net assets	1,287,188	1,299,268
Capital and reserves		
Profit and loss account	1,287,188	1,299,268
Members funds	1,287,188	1,299,268



In the coming financial year, the Board plan to allocate in-year BID levy and retained earnings carried forward as below.

City Environment: 50%
Attracting and Promoting: 30%
Overheads: 14%
Business Leadership: 6%

Retained earnings carried forward at the end of financial year 2025/26 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 16 Directors and the Board is chaired by Adam Serfontein, Chairman of The 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 NE1’s work around the Retail Core, and Pavement Café 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 benefitting 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 and property (34%), to leisure (32%), retail (19%), and miscellaneous others, which include public sector, charity, higher education and health (15%). The range of projects delivered by NE1 is therefore necessarily diverse

Directors
(as at 31st March 2025):

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*
Chairman, The Hanro Group
Non-Executive Chair, Newcastle NE1 Ltd

Gavin Black CBE*
Partner, Naylor’s Gavin Black
Non-Executive Vice Chair, Newcastle NE1 Ltd

Tania Love
Director, FaulknerBrowns Architects

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*
Board Director and Charity Trustee

Darren Richardson
Co-founder and Company Director,
Gardiner Richardson

Kieran McBride
Store Director, Fenwick

Lorraine Armstrong
Senior Investment Director, Canaccord

Ollie Vaulkhard**
Director, Vaulkhard Group

Very Reverend Lee Batson
Dean of Newcastle

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

*Member of Appointments and Remunerations Committee
**Member of Risk and Audit Committee

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

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