

THE INITIATIVE ANNUAL REVIEW





Welcome to The Initiative, a review of NewcastleGateshead Initiative's year.

And what a year it has been! Our central focus - to drive economic growth in and around NewcastleGateshead - remains simple and strong. The scale and scope of our work to achieve this aim has, however, continued to grow as the team maximises new and exciting opportunities to attract visitors, major conferences and events, new investment and jobs to the area.

In 2015, such opportunities included Rugby World Cup 2015 and the £10m government-funded Northern Tourism Growth Fund - both of which provided unparalleled potential to raise the profile of the destination on a national and international stage.

Both projects also required significant partnership working - something which is at the very heart of the organisation. A collaborative approach remains key and

the ongoing support of Gateshead Council, Newcastle City Council and our 170+ private sector partners, right across the region, remains invaluable. We are enormously grateful for this continued support.

During this past 12 months I have once again been impressed by the organisation's ability to deliver tangible and positive benefits for the region and I remain convinced that NewcastleGateshead Initiative is fundamentally important in shaping and driving the region's future success.

With your help - as partners, stakeholders and colleagues - we can build on the achievements of 2015 and continue our work to ensure that our region will thrive.

Paul Callaghan
Chair, NewcastleGateshead Initiative



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INTRODUCTION



Sarah Stewart
Chief Executive, NewcastleGateshead Initiative

2015 will undoubtedly be a year to remember - amidst the ongoing political and economic developments (general election, regional devolution debate), my abiding memory will be of a sea of green and gold rugby shirts thronging the streets of NewcastleGateshead for the first of the three Rugby World Cup matches held at St James' Park in October.

The finale of the Conversion Festival, involving a stunning combination of dancing, drumming and fireworks, was also a night to remember. The influx of sporting heroes, visitors and journalists from across the world and their response to our warm Geordie welcome, really reinforced the region's reputation for staging some of the world's largest cultural and sporting events.

Given the impact of such events, we are committed to working with partners to attract other significant business, cultural and sporting events to the region in coming years. During 2015, this included the Rugby Super League Magic Weekend, the VisitEngland Awards for Excellence, the Westfield Health British Transplant Games, not to mention the 35th staging of the Morrisons Great North Run. Our future event aspirations will build on this success and the recently launched bid to host the World Transplant Games in NewcastleGateshead in 2019 is just one opportunity on the horizon.

2015 was certainly a year for international opportunities. Our work to promote NewcastleGateshead and the wider region on the world stage was given a significant boost this year when we successfully secured funding from the government's Northern Tourism Growth Fund. An impactful campaign in North America - which supported the new flight out of New York - and activity in Germany, Holland, Australia and China all showcase our region and the wider North too. We also successfully secured funding for a tourism campaign in Scandinavia whilst our Invest Newcastle team has been flying the flag across Europe, India and North America, persuading companies of the benefits of locating here in North East England.

"It's the breadth and variety of this work that makes NewcastleGateshead Initiative such an exciting and dynamic organisation - and an organisation that really makes a difference for NewcastleGateshead and the wider region."

The following pages shine a spotlight on these and many other aspects of our work during the year, both overseas and closer to home. It's the breadth and variety of this work that makes NewcastleGateshead Initiative such an exciting and dynamic organisation - and an organisation that really makes a difference for NewcastleGateshead and the wider region.

For that reason we will continue to leave no stone unturned when it comes to securing funding to continue the vital work we do to attract visitors and investment to the area. Such funding comes from a variety of sources - including increasingly from commercial activities - but none is more important than the support we receive from Newcastle City Council and Gateshead Council and from our private sector partners; indeed, the support we receive from our partners underpins all that we do. Our success also reflects the hard work and commitment of the NGI team, whose creativity and innovation never cease to amaze me.

So as we look back with pride on the achievements of 2015, we are already planning ahead with enthusiasm for the new opportunities and challenges of 2016. Thank you for your support.



INTERNATIONAL MARKETING

“We market NewcastleGateshead on a national and international stage. Our focus is on economic growth; we work to change perceptions, to create positive profile and to attract visitors to the destination from the UK and beyond.”

Kathie Wilcox, Head of Marketing & Communications

NATIONAL FUND PUTS THE NORTH ON THE MAP

WHAT: 2015 has seen a significant step-change in the scale and scope of our international marketing activity, thanks to the £10m Northern Tourism Growth Fund for tourism investment - a programme established to market the North of England in key overseas markets, including Germany, Netherlands, US, Australia and China.

WHO: Funded by central government and led by VisitEngland, working closely with VisitBritain and partner destinations right across the North of England, this significant programme has enabled us to participate in major international leisure and business tourism campaigns this year. The whole programme has a total expenditure budget of £20m, including match funding secured, all of which must be invested in activity during 2015/16.

HOW: As an organisation we have played a proactive role to make the very most of this opportunity for our region. We quickly developed and delivered a £230k campaign targeting the New York / East Coast area of the US to drive inbound visitors on the

trial United Airlines route from Newark to Newcastle Airport - including a promotional partnership with Lonely Planet in the US, Facebook advertising and a series of hosted media visits. We're currently leading work to deliver a £1.5m consumer marketing campaign in Germany and the Netherlands to attract visitors via air and sea routes, and our convention bureau team is actively engaged in a whole series of activities - including trade shows and familiarisation visits - to profile the area to international meetings and event buyers.

WHY: Port of Tyne and Newcastle International Airport are two of the North of England's key gateways for international visitors and we are always working hard to support and grow inbound tourism via both ferry and flight routes. This national fund has provided a unique opportunity to significantly grow the scale of this work during 2015/16 - putting NewcastleGateshead and the North of England firmly on the international map and bringing long-term economic impact for the region.

NORTHERN TOURISM GROWTH FUND (NTGF) IMPACT:

FOLLOWING AN INITIAL TRIAL, UNITED AIRLINES AND NEWCASTLE AIRPORT HAVE ANNOUNCED THE RETURN OF THE NEWARK-NEWCASTLE ROUTE NEXT YEAR - A FANTASTIC RESULT FOR THE REGION.

THE SHORT-TERM US CAMPAIGN SECURED 15 PIECES OF POSITIVE COVERAGE IN PRINT AND ONLINE AND ATTRACTED 60,000 UNIQUE VISITORS TO THE CAMPAIGN MICROSITE.

THE NTGF PROGRAMME AS A WHOLE AIMS TO DELIVER AN EXTRA 2M VISITOR NIGHTS TO THE NORTH, EQUATING TO £177M IN INTERNATIONAL VISITOR SPEND.

NEW CAMPAIGN TO GROW NORDIC VISITORS

Pictured right: Hadrian's Wall which will be showcased alongside other key visitor attractions across North East England in another international campaign that we are leading this year.

As part of the budget in March 2015, the government announced a £300k fund for marketing activity to promote the region as a visitor destination in Scandinavia. Working with VisitEngland, VisitBritain and tourism organisations across the North East, we have developed a campaign which is aiming to grow visitor numbers from the Nordic region and deliver increased economic impact - and longer term aims to help stimulate demand for a new Norwegian ferry route.

INTERNATIONAL VISITORS - SOME FACTS:

RUGBY WORLD CUP 2015 BROUGHT THOUSANDS OF INTERNATIONAL VISITORS HERE. THE TOURNAMENT IN NEWCASTLE HAD AN ESTIMATED DIRECT ECONOMIC IMPACT OF £43m

OVER 620K PASSENGERS CAME THROUGH THE PORT OF TYNE PASSENGER TERMINAL IN 2014 - AROUND HALF ARE INBOUND PASSENGERS. THE IMPACT WAS EVALUATED AT £55M GVA TO THE REGIONAL ECONOMY, SUPPORTING 2,000 JOBS IN THE TOURISM SECTOR.

NEWCASTLE INTERNATIONAL AIRPORT'S ROUTE NETWORK AND PASSENGER FIGURES CONTINUE TO GROW WITH 2015 ON TRACK TO DELIVER MORE THAN THE 4.6 MILLION PASSENGERS SEEN IN 2014.

WE CONTINUE TO WORK CLOSELY WITH DFDS TO ATTRACT DUTCH AND GERMAN VISITORS VIA PORT OF TYNE - CITY CRUISE VISITORS (STAYING OVERNIGHT) ARE UP 14% YEAR TO DATE.

A £20m PROJECT TO REDEVELOP NEWCASTLE CENTRAL STATION WAS SUCCESSFULLY COMPLETED THIS YEAR - TRANSFORMING THIS IMPORTANT GATEWAY TO THE CITY.



RUGBY WORLD CUP 2015

"I think it's fair to say Rugby World Cup 2015 in Newcastle has been a huge success. From the matches themselves to the atmosphere inside the Fanzone, we've had a remarkable two weekends. The experience of the Tournament and being a Host City has only reinforced our commitment to bring more major culture and sporting events to NewcastleGateshead."

Sarah Stewart, Chief Executive

"International and exciting events such as Rugby World Cup are the perfect opportunity for us to not only connect with and reward our top distributors but also create great incentives to meet their sales targets. The support NewcastleGateshead Convention Bureau had to offer, alongside Peak Incentive Travel, really contributed to us choosing Newcastle as one of the destinations to bring our guests."

Sandy Brocklebank,
Events and Relationships
Manager, Coca-Cola

NEWCASTLE SCORES ON WORLDWIDE STAGE

WHAT: After years of preparation, Rugby World Cup 2015 finally arrived in the Host City of Newcastle, bringing with it international fans from around the world and a global audience of millions.

WHO: Our job, working closely with Newcastle City Council, was to make the most of every opportunity and to maximise all of the benefits of the Tournament coming to town...

HOW: Our marketing team delivered significant pre-event campaign activity to attract national and international visitors and to encourage longer stays in the region.

Our PR team worked closely with national and international journalists to secure positive pre and post-event coverage for the destination.

Our convention bureau team promoted the tourism offer of the region to overseas travel agents, tour operators and corporate incentive organisers, and helped them secure all of their accommodation, dining and activity requirements.

Our culture team developed an innovative festival, supported by Arts Council England: Conversion Festival celebrated rugby, art

and the culture of our region and the visiting countries - and really brought the city to life during Tournament time.

Our inward investment team developed a very special familiarisation visit programme around RWC2015 to profile investment sites across the city; they secured and hosted 17 potential investors who also got to enjoy the New Zealand v Tonga match at St James' Park.

WHY: The Rugby World Cup is one of the world's biggest sporting events and, as such, provided a fantastic platform to raise the profile of the area, change perceptions, attract visitors and bring an economic boost. During the Tournament, hotel occupancy in NewcastleGateshead hit 99% and the wider visitor economy - bars, restaurants and attractions - across the region felt the benefit of the visiting fans.

Images of NewcastleGateshead and the wider region have been screened to a global audience and feedback from fans, media, travel agents, investors, visitors and local people alike has been hugely positive. The effects of hosting Rugby World Cup 2015 are likely to be felt for years to come and, through our ongoing activity to market the area, we'll continue to build on this momentum.

LEISURE TOURISM

"We promote NewcastleGateshead as a leading city break destination to boost overnight visitor numbers, support the growth of the visitor economy and, significantly, to change outdated perceptions; positive destination promotion underpins all of our work as an organisation."

Kathie Wilcox, Head of Marketing & Communications

THE TYNE IS NOW

Pictured left: Our 'The Tyne is now' city breaks marketing campaign which made a big impact this spring, with 48-sheet posters showcasing NewcastleGateshead sited in major cities in the target areas of the North West, Yorkshire and Scotland.

A partnership with the Guardian, promotion in regional magazines and newspapers, such as The List, The Skinny and Metro Scotland, YouTube pre-roll (showing our 30-second video commercial) and online advertising also formed part of the targeted campaign which featured an opportunity to win 'an ultimate Geordie weekend' experience.

Headline results included more than 4.5k competition entries, 31k visits to the campaign landing page and 35k views of our 30-second commercial.

ECONOMIC IMPACT OF TOURISM:

17.6
MILLION
PEOPLE VISIT
NEWCASTLEGATESHEAD
ANNUALLY.

HOTEL
OCCUPANCY
STAYED STRONG IN
2015, WITH AN AVERAGE OF
75% RIGHT ACROSS THE YEAR AND
ONE IN FOUR NIGHTS REACHING OVER
90%.

4.5 MILLION
OVERNIGHT VISITORS
(1.9 MILLION) SPEND
NIGHTS IN THE DESTINATION.

TOTAL VISITOR
EXPENDITURE NOW STANDS AT
£1.42bn.

OVER
19,000
PEOPLE WORK IN THE TOURISM SECTOR IN
NEWCASTLEGATESHEAD.



BUSINESS TOURISM

“We promote NewcastleGateshead as a leading UK conference destination, to attract conferences and events that bring high-spending, influential business visitors, and showcase both the location and our expertise in key sectors.”

Paul Szomoru, Head of Business Tourism

DELEGATES TRANSLATE INTO GLOBAL AMBASSADORS

WHAT: As part of their ongoing work to secure and support hundreds of conferences each year, our convention bureau played a key role in bringing a major international translation event to Hilton Newcastle Gateshead in 2015.

WHO: Around 300 professional translators and interpreters from 22 different countries gathered for an Institute of Translation and Interpreting (ITI) conference. A range of leading business figures and organisations also took part in the three-day event which is believed to have generated an economic impact of around £330k for the region.

HOW: A varied fringe programme provided delegates with experiences outside of the core conference business, with everything from tai chi and salsa classes to trips to visit iconic attractions such as Hadrian’s Wall and Northumberland’s historic castles on the itinerary.

WHY: Positive feedback from the event organisers and delegates, particularly via social media, really reinforced the value

of hosting major conferences here. The economic boost is undoubtedly important but equally the opportunity to showcase what NewcastleGateshead has to offer - to hundreds of national and international business visitors - is extraordinarily valuable too. They are our future city break visitors, possible parents to future university students, potential influencers in business location decisions and, significantly, new global ambassadors for NewcastleGateshead - all of whom left wowed by their experience and keen to return.



“NewcastleGateshead Convention Bureau were instrumental in ensuring the success of our event. They took charge of the delegate accommodation for us, advised us on venues and provided invaluable PR help. The local information provided via their social media platforms played a huge part in building up the pre-conference buzz and our delegates left the region vowing to return for more North East hospitality.”

Anne de Freyman, Vice-Chair of ITI and 2015 Conference Coordinator

Institute of Translation & Interpreting Conference 2015



NATIONAL TOURISM AWARDS SHOWCASE NORTH EAST

Pictured left: Tourism businesses from across the UK celebrated success in the industry at the VisitEngland Awards for Excellence 2015, staged at Sage Gateshead in May. Having won the opportunity to host the national tourism awards through a competitive bidding process, we worked closely with the event organisers and VisitEngland to use this opportunity to really showcase our region.

James Berresford, chief executive at VisitEngland said: “The VE Awards Dinner is our flagship event and our opportunity to showcase the fantastic range of experiences and great quality to offer in England. The North East certainly delivered the warmest of welcomes and I have been delighted with the feedback and the media coverage that the event received. We are extremely grateful both for the warm welcome given to us by the NewcastleGateshead Initiative team and the support they orchestrated to deliver what was surely the most successful VE Awards and Dinner yet.

“The manner in which the NGI team treated our event as a major conference with the signage, welcome desks and involvement of the local college and community was exemplary. A fantastic display of professionalism and expertise.”



The North East England Tourism Awards - the regional heat for the national tourism awards - was a huge success again this year, with record numbers of businesses entering and over 430 people attending the ceremony itself at Newcastle Civic Centre.

VALUE OF BUSINESS TOURISM:

WE HAVE SECURED CONFERENCE AND EVENT BUSINESS FOR 2016 WORTH **£22.7m** TO THE REGIONAL ECONOMY.

91% OF DELEGATES SURVEYED AFTER A CONFERENCE IN NEWCASTLEGATESHEAD SAID THEY WOULD LIKE TO RETURN.

OUR ENQUIRY CONVERSION RATE IS **UP 20%** YEAR-ON-YEAR - WITH 56% OF ENQUIRIES NOW YIELDING BUSINESS FOR THE NORTH EAST.



▲ The Westfield Health British Transplant Games 2015 at Gateshead International Stadium.



▲ Teams walk out at St James' Park for rugby league's Magic Weekend 2015.



▲ Our convention bureau team went stateside to exhibit at IMEX America 2015, as part of the Northern Tourism Growth Fund programme.

2015 ILLUSTRATED

"The city's historic heart has sweeping streets lined with classical facades and glass domes, making it the Regent Street of the North."

Sunday Express

"Cutting through the North East and creating a dividing line between Newcastle and Gateshead, the River Tyne provides the picturesque backdrop to some of the region's best food and drink outlets."

GQ Magazine

"This was the first time I had visited Newcastle in more than 25 years and the city has improved beyond recognition - so much so that, yes, I really didn't want to leave and, yes, I want to return as soon as possible."

Bristol Post

"The banks of the Tyne has been transformed over the past few years into a fashionable quarter with a mix of swanky glass and chrome new-builds and refurbished warehouse lofts... why we love it: it's gritty, optimistic and on the up."

The Sunday Times

▶ Danbor Talka providing a spectacular close to Conversion Festival following Newcastle's Rugby World Cup 2015 matches.



▲ Thousands of rugby union fans visited Newcastle for Rugby World Cup 2015.



▲ New Zealand v Tonga at St James' Park during Rugby World Cup 2015.



▲ A red carpet welcome for visitors at Newcastle Central Station - rolled out for major events.



▲ Team Juice taking Juice Festival into NewcastleGateshead as part of its 'Seen and Heard' theme for 2015.

INWARD INVESTMENT

“Invest Newcastle is a service delivered by NewcastleGateshead Initiative on behalf of Newcastle, to attract and secure new investment and jobs for the city. To achieve this, we deliver highly targeted activity and provide a range of services for potential and existing investors. The service is bespoke, led by client needs and has delivered significant results to date.”

Catherine Walker, Inward Investment Director

TECH INVESTMENT TAKES OFF

WHAT: Many of our investment ‘wins’ or success stories of the past year have been small tech companies, demonstrating the city’s burgeoning reputation as a leading tech hub and building on last year’s news that global games publisher Ubisoft is establishing a significant base here.

WHO: In the past nine months alone we’ve worked closely with digital agency The Tin, marketing technology company Verticly, cloud computing specialists Tidy, online analysis organisation Spotlight Reporting, adenin TECHNOLOGIES who specialise in intranet portal solutions and most recently Mkodo, a leading independent mobile platform provider - to name



a few. All are now establishing bases here in Newcastle, with staff numbers ranging from two to 25 - and plans to expand in coming years.

HOW: Our focus is on providing a tailored service for each potential project. Our package of support can include anything from property solutions, access to finance and assistance in the relocation of staff, to facilitated introductions to business networks and key contacts. We make it as easy as possible for an organisation to locate effectively, really embed themselves in the local business community and establish strong foundations for future growth.

WHY: Our role is to proactively market Newcastle as a location to businesses in key sectors, inspire businesses to consider the area who might not otherwise do so, engage with key decision makers to understand how we can support their growth plans and to successfully nurture these leads and relationships. Clearly inward investment can and does happen without our intervention but we believe that through this proactive and targeted approach we can help to drive considerable strategic and sustainable economic growth for the city.



MORE THAN 100
NEW PROJECTS IDENTIFIED AND ADDED TO THE PIPELINE SINCE APRIL 2015.

62
PROJECT WINS SECURED BY THE TEAM TO DATE.

2,546
JOBS CREATED AND SAFEGUARDED AS A RESULT.

53%
OF WINS IN THE DIGITAL AND TECH SECTOR.

2015 saw the formation of our Invest Newcastle Steering Group, involving Newcastle City Council colleagues and a number of private sector representatives, to help shape our strategy going forward:

Michael Spriggs - independent chair
Fergus Trim, Quorum / Broadoak Asset Management
Mark Thompson, Ryder Architecture
Michelle Percy, The Clouston Group
Adam Serfontein, Hanro Group
Neil McMillan, Carillion Developments
David Furniss, BNP Paribas
Lucy Winskill, Northumbria University

SHOWCASE VISIT SUCCESS

Pictured left: The Core at Science Central - one of the investment sites across Newcastle showcased during a targeted familiarisation visit. Using the Rugby World Cup as a hook, we developed an attractive and inspiring investor familiarisation trip programme which included the chance to see the New Zealand v Tonga match at St James’ Park.

We successfully secured 17 potential investors for the trip who enjoyed an extensive itinerary showcasing the city’s many assets including walking tours and an opportunity to climb Grey’s Monument, visits to Science Central, Hoult’s Yard and LiveWorks and corporate hospitality at the Rugby World Cup 2015.

Just a month after the visit, our follow-up activity resulted in two businesses confirming their investment plans in Newcastle, which is a great result; we’ll continue to work with the remaining businesses over the coming months.

Yonatan Raz-Fridman of Kano, an attendee on the Rugby World Cup familiarisation trip, said: “As you know, Kano is still a young company, with our official launch only 12 months behind us. However, you have left an excellent impression on the opportunity to expand beyond London, with wonderful local design and engineering talent. We will surely consider Newcastle as we grow the company.”



FESTIVALS AND EVENTS

“ We promote the breadth and depth of NewcastleGateshead’s cultural offer, develop and deliver cross-river festivals and events and, where appropriate, take the lead in bidding for major events. Why? Because it secures positive profile, changes perceptions, attracts visitors and builds local skills and pride.”

Carol Bell, Head of Culture & Major Events

CULTURAL FESTIVAL CONVERTS VISITING FANS

WHAT: Conversion Festival brought the city to life during Rugby World Cup 2015 with a range of innovative events and activities celebrating rugby, art and the culture of both our region and the countries of the visiting fans.

WHO: Working closely with Newcastle City Council, and supported by Arts Council England, our culture team devised, developed and produced the festival which delighted both local people and visiting fans.

HOW: Conversion Festival featured:

- Over 100 different music and street performances across the three match days.
- A nine-day EAT! North East Food Heroes Market, showcasing 40 local producers and street food traders and 35 local artists.
- The production of a Rugby Nations Dance, working with 150 community participants to create the North East’s very own rugby war dance.

- ‘Cory Baker’s Haka Day Out’ - a pop-up dance class that taught eager fans the famous New Zealand war dance ahead of their clash with Tonga.

- A world record breaking project with Northern Print to produce the world’s longest linocut print (a single print of over 33 metres long) created using a rugby scrum machine pushed by rugby players. The record breaking print was subsequently displayed in the National Rugby Museum.

- A finale event, involving drumming and pyrotechnics, by the internationally renowned Danbor Talka. More than 2,000 people enjoyed the spectacular show as Newcastle said farewell to the Tournament.

WHY: Conversion Festival’s aim was quite simple - to animate the city and ensure that anyone visiting for the rugby had a memorable and enjoyable experience. This was an unmissable opportunity to demonstrate to visitors and media from across the world that we are a vibrant place with a distinctive cultural offer - we believe we left them in no doubt!



JUICE
IS OUR ANNUAL
AWARD-WINNING

FESTIVAL FOR FAMILIES
AND UNDER-25S.

JUICE
FESTIVAL
2015 FEATURED

54 EVENTS

ACROSS 18 DIFFERENT VENUES
FOR CHILDREN AND YOUNG
PEOPLE OF ALL AGES.

JUICE FESTIVAL
ATTRACTS OVER

14,000 ATTENDEES
EACH YEAR AND ENGAGES WITH MORE THAN
6,000 YOUNG PEOPLE
ACROSS THE REGION.

“Fireworks and the thunder of drums brought two weeks of spectacular Rugby World Cup action in Newcastle to a thrilling crescendo... as the city bade farewell to a tournament that turned the eyes of the globe on the North East and pumped millions into the region’s businesses.”

The Chronicle,
12 October 2015

JUICE
FESTIVAL BECAME
AN ARTS COUNCIL
ENGLAND NATIONAL PORTFOLIO
ORGANISATION LAST YEAR - SECURING

£300k

FUNDING OVER
THREE YEARS.

VISIT
NEWCASTLEGATESHEAD.COM/RWC
TO SEE OUR SHORT HIGHLIGHTS
VIDEO OF NEWCASTLE DURING
THE TOURNAMENT.

EAT! TOASTS SELL-OUT GATSBY EVENT

Pictured below: Guests dressed to impress at a specially created EAT! event earlier this year. Held over two nights at The Lit & Phil in Newcastle, the sell-out Drink Along Gatsby Deluxe event immersed guests in the sights, sounds, cocktails and canapés of the roaring twenties which were served in time with the on-screen action of the Great Gatsby film.



WINTER FESTIVAL 2015

Enchanted Parks:
9 - 13 December, Saltwell Park

Enchanted Parks celebrates its tenth year with 16 new artwork commissions as part of a magical light trail across Saltwell Park. Developed in partnership with Gateshead Council, Enchanted Parks has grown in popularity year-on-year and this year 22,000 tickets sold out in just three days!

New Year’s Eve Winter Carnival Parade:
31 December, from 5pm at Monument

Our popular early evening family celebrations begin with music and performance at Monument before the parade leaves for Newcastle Civic Centre via Northumberland Street. A fireworks finale at 6pm brings the carnival to a spectacular close.



New Year’s Eve Midnight Fireworks:
31 December, midnight,
NewcastleGateshead Quayside

A midnight fireworks display lights up the quayside and marks the turn of the year; thanks to local businesses for their support to help make this happen.

PARTNERSHIP

“We work with organisations and businesses that want to play an integral role in boosting the profile of the area. Everything we do is driven towards delivering economic benefit in NewcastleGateshead and the wider region; partnership working underpins every aspect of our work to achieve this.”

Sarah Stewart, Chief Executive

PARTNER NUMBERS HIT ALL-TIME HIGH

WHAT: During the year a number of new partners have come on board to support the work that we do to inspire people to visit, and to live, learn, work and invest in and around NewcastleGateshead. During 2015 we hit record partner numbers: 177 public and private businesses from a diverse range of sectors and from right across the North East.

WHY: Partners choose to join for many different reasons but most recognise that their support enables our work to continue, work which delivers positive benefits for us all - the people and businesses of the North East. We couldn't deliver anything that we do in isolation and this network of supporters and collaborators remains critical to the success of the organisation.

WHO: A total of 28 new partners (see full list across the page) have joined over the past year and we were delighted that two existing partners also upgraded their partnership to gold.

OUR PARTNERS REPRESENT MULTIPLE SECTORS AND INDUSTRIES ACROSS THE REGION - FROM THE **TOURISM SECTOR AND PROFESSIONAL SERVICES, TO HIGHER EDUCATION AND TRANSPORT.**

IN 2015
WE HOSTED EVENTS AT A RANGE OF PARTNER VENUES, INCLUDING: CROWNE PLAZA NEWCASTLE, VIRGIN MONEY, ST NICHOLAS CATHEDRAL, THE CORE, THE BISCUIT FACTORY AND THE ASSEMBLY ROOMS.

1 IN 3
OF OUR PARTNER
BUSINESSES ARE BASED
OUTSIDE NEWCASTLEGATESHEAD.



PARTNERSHIP IN ACTION: THE CLOUSTON GROUP

Pictured left: the Crowne Plaza Newcastle which opened in September this year as part of the first phase of the Stephenson Quarter. Long before the hotel was built we worked closely with developer The Clouston Group (Silver partners who recently upgraded to Gold) to support their ambitions for the site.

“NewcastleGateshead Initiative have been key partners for some time and they've remained so throughout the development of the first phase of Stephenson Quarter and the completion of the Crowne Plaza Newcastle hotel. It's a proactive partnership which has seen us work together to spot opportunities for business development and organise visits from potential investors as well as promote the hotel and office space on this strategic city centre site to key regional audiences and beyond. Their support has been invaluable and I've no doubt it will continue to be a fruitful partnership as phase 2 of Stephenson Quarter gets underway.”

Michelle Percy, Director, Clouston Group

NEW PARTNERS IN 2015...

Welcome to our new and upgraded partners:

2
GOLD

The Clouston Group, including Crowne Plaza Newcastle - Stephenson Quarter; intu Eldon Square and intu Metrocentre

9
SILVER

Apartment Group; Auckland Castle; Cairn Group; durhamlane; Global Radio; JK Property Consultants; New College Durham; The North of England P&I Association and UNW.

19
BRONZE

Clarand Accountants; Cottages in Northumberland; Escape Newcastle; Exit Newcastle; Glue PR; Hampton by Hilton; Hays Travel; Hippo Marketing; Itison; Karting North East; NEoffers.co.uk; Q Park; SA Performing Arts Centre; Skylight Suite @ The Beacon; St Nicholas Cathedral; St Oswald's Hospice; Trinity Square; Tune Hotels Newcastle and Vallum Farm.

NGI SOLUTIONS

"NGI Solutions is our trading company - a research, marketing and events agency which offers a creative team with a wealth of specialist expertise. Through NGI Solutions, we deliver projects which provide new income to reinvest in our core work of marketing the area to support wider economic growth. It's a virtuous circle and one that we believe gives NGI Solutions a special USP."

James Ealey, Business Development Director

A SUCCESSFUL SOLUTION FOR NGI

WHAT: We've been busy during 2015 delivering a wide range of commercial contracts. While we have an award-winning track record as a destination marketing agency, we've had to quickly establish our credentials as a commercial agency - demonstrating that our skills, experience and expertise are transferable to a completely different set of distinct projects. At the same time we have been creating the new NGI Solutions brand, blog and website - key tools that will enable us to promote NGI Solutions more widely going forward.

WHO: Since January we have worked for a variety of business and organisations - from Tyne Tunnel 2, The Alnwick Garden and Seaham Hall to Newcastle Castle, the British Transplant Games and Newcastle College - to name a few. Feedback and client testimonials have been glowing and we're delighted to now be securing repeat business from existing clients and new business on the back of client recommendations - a great endorsement for the team.

HOW: The NGI Solutions team is the NewcastleGateshead Initiative team - and vice versa. It's our exceptional, existing in-house team who are developing and delivering these new commercial opportunities alongside their core work to market NewcastleGateshead. Our current staff are undoubtedly our greatest asset!

WHY: As public sector funding continues to reduce, we have been working proactively for a number of years to secure new sources of income that will allow us to continue to fulfil our core aims and objectives. NGI Solutions is the next step in this strategy and is quickly gathering momentum as we establish our client-base and case study credentials - while at the same time continuing to successfully promote the destination as a place to visit and to live, learn, work and invest. Building on this positive foundation, we feel confident that the two agencies can continue to thrive side by side over the coming months and years ahead.

ngisolutions



THE BRAND-NEW NGI SOLUTIONS WEBSITE AND BLOG ARE NOW LIVE - VISIT: NGISOLUTIONS.COM

"We commissioned NGIS Research to deliver a wide ranging insight survey, focusing on the customer experience, usage patterns and journey analysis. Given that the survey sample was over 7,500 respondents, what really impressed us was their ability to effectively analyse such vast amounts of data and deliver our senior management team with practical business outputs and recommendations."

Rachel Turnbull, Chief Executive Officer, Tyne Tunnel 2

GAMES PR GETS RESULTS

Pictured right: Alan Shearer launching the Speedflex Donor Run, a key part of the Westfield Health British Transplant Games which took place in NewcastleGateshead this summer. As NewcastleGateshead Initiative we were delighted to promote this fantastic event which attracts transplant athletes, along with their families and supporters, from across the UK and beyond.

In addition to the role that we played as destination marketing agency to support the event, we were also asked - as NGI Solutions - to bid for a contract to deliver the wider communications for the event. This work focused on raising the profile of organ donation and driving sign-up to the organ donor register. Once appointed, we developed a strategic PR plan and, as part of the nine-month contract, we managed all media relations activity; drafted and issued engaging news releases and social media content; delivered an impactful media launch; secured a successful regional media partnership; secured prime time national broadcast coverage; and secured more than 270 separate pieces of coverage with a total value of over £1m.

John Timms, event director at the Westfield Health British Transplant Games, said: "The communications PR team at NGI Solutions have been an absolute dream to work with. They took the time to listen and understand our objectives and quickly developed a targeted strategy, which yielded significant results - including a hugely successful media launch and an impactful local media campaign to encourage sign-up to the organ donor register. In summary, the team is experienced, knowledgeable, responsive and proactive and having worked with PR agencies across the country for this event, we can honestly say that they are amongst the best in class."

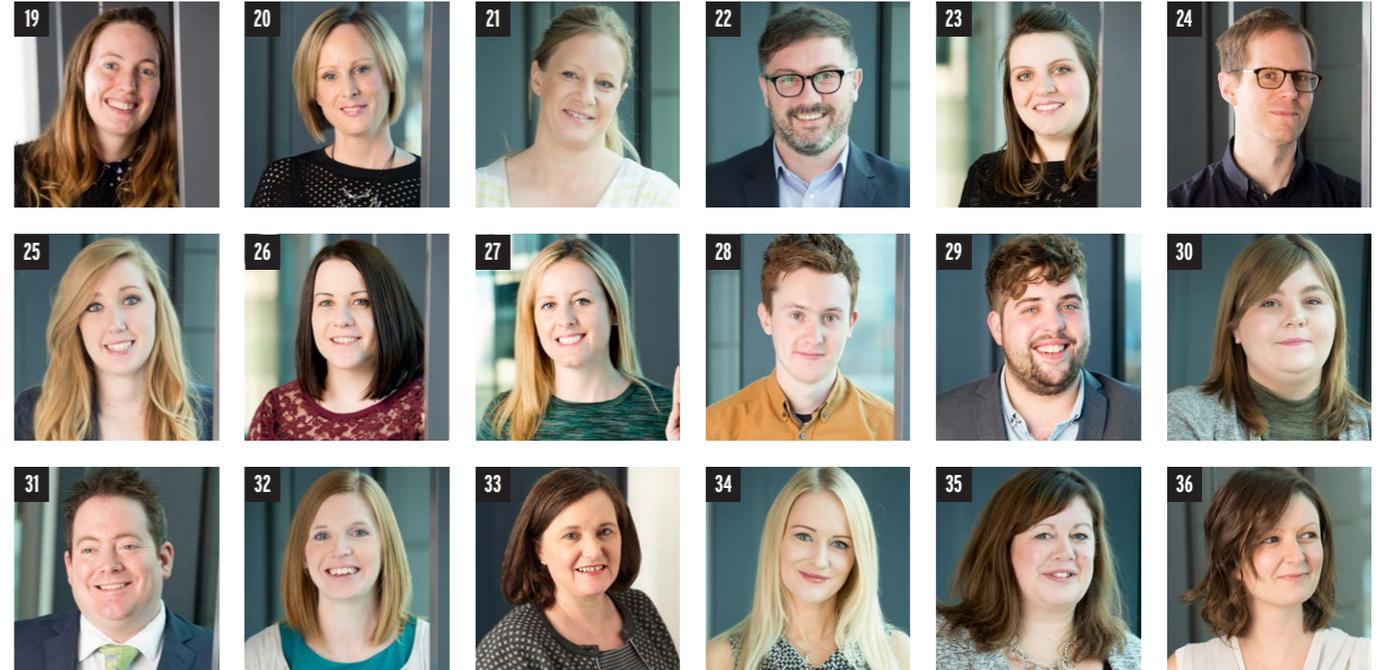
TO FIND OUT MORE ABOUT ORGAN DONATION OR TO REGISTER ONLINE AS A DONOR, VISIT: ORGANDONATION.NHS.UK



WHAT CAN NGI SOLUTIONS DO FOR YOU?

To find out more about the expertise we can offer through NGI Solutions or to discuss a potential project, please get in touch with **James Ealey**; see our **meet the team** section for contact details.

MEET THE TEAM



CHIEF EXECUTIVE

- 1 Sarah Stewart

CENTRAL SERVICES

- 2 Cath Hindle - Head of Operations & Tourism
- 3 Anne Howes - Senior Office Manager
- 4 Dianne Coaten - Head of Finance
- 5 Jane Harkness - Finance Assistant
- 6 Jonathan Gilroy - Destination Manager
- 7 Joy Sanders - Events & Administrative Executive
- 8 Karolina Osmak - Events & Administrative Intern

BUSINESS DEVELOPMENT

- 9 James Ealey - Business Development Director
- 10 Ian Thomas - Senior Research Manager
- 11 Nathan Shrubbs - Research Executive
- 12 Anna Moroney - Partnership Development Executive
- 13 Cariad Holmes - Partnership Operations Executive
- 14 Samantha Little - TASTECLUB Administrative Assistant

CULTURE

- 15 Carol Bell - Head of Culture & Major Events
- 16 Chris Batstone - Artistic Director, Juice Festival
- 17 Vikki Leaney - Programme Development Manager
- 18 Rachael Purvis - Culture Team Assistant
- 19 Helen Ferguson - Juice Festival Programme Manager

MARKETING & COMMUNICATIONS

- 20 Kathie Wilcox - Head of Marketing & Communications
- 21 Becky Madeley - Marketing Manager & Team Leader
- 22 Marc Burns - Digital Marketing Manager & Team Leader
- 23 Shelley Armstrong - Media & PR Manager & Team Leader
- 24 David Brookbanks - Media & PR Manager
- 25 Becky Beaumont - Media & PR Executive
- 26 Shelley Johnson - Marketing Manager
- 27 Deb Robinson - Marketing Manager
- 28 David Langham - Marketing Assistant
- 29 David Morton - Social Media & Digital Content Executive
- 30 Molly Schofield - Web Design & Marketing Assistant

CONVENTION BUREAU

- 31 Paul Szomoru - Head of Business Tourism
- 32 Caroline Reed - Conference Development Manager
- 33 Julie Rastelletti - Business Tourism Manager
- 34 Pamela Read - Business Tourism Assistant

INWARD INVESTMENT

- 35 Catherine Walker - Inward Investment Director
- 36 Jennifer Hartley - Senior Investment Manager
- 37 Denise Bainbridge - Inward Investment Executive
- 38 Dezra Riley - Monitoring & Evaluation Manager

GET IN TOUCH

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Sheridan Design

OUR MISSION IS TO

INSPIRE

PEOPLE TO VISIT, AND TO LIVE, LEARN,
WORK AND INVEST IN AND AROUND
NEWCASTLEGATESHEAD.

OUR FOCUS IS ON

**ECONOMIC
GROWTH.**



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Jane Tarr, Arts Council England, North East

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