



THE  
INITIATIVE  
ANNUAL REVIEW  
2016



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

As newly appointed chair, I'm delighted to provide the foreword to this impressive overview of activity during the past 12 months.

The focus of the organisation remains clear - to drive economic growth in and around NewcastleGateshead - but the work delivered to achieve this aim continues to adapt to embrace and maximise new opportunities.

In recent months this has involved a significant amount of work to bid for and successfully secure major events (Great Exhibition of the North 2018 and World Transplant Games 2019), recognising that such events provide both an economic boost and a platform to further raise the profile of NewcastleGateshead as a great place to visit and to live, learn, work and invest.

Bids such as these, and all of the projects delivered by NGI, require wide-ranging collaboration. This partnership approach is critical and the ongoing support of Gateshead Council, Newcastle City Council and more than 170 private-sector

partners, right across the region, remains invaluable. We are enormously grateful for your continued support.

I would also like to thank our outgoing chair, Paul Callaghan, who has provided great support, counsel and leadership for the past three years - during which time the organisation has gone from strength to strength.

Having supported NGI as a board member for the past six years, I look forward to my tenure as chair with optimism and enthusiasm. I firmly believe that this is an organisation which delivers a huge amount of tangible and positive benefits for the region through its work to attract visitors, conferences and events, new investment and jobs.

With your help - as partners, stakeholders and colleagues - we can build on the significant achievements of 2016 and continue to play a vital role in helping to shape the region's future success.

**John Marshall**  
Chair, NewcastleGateshead Initiative



A well-known and well-respected lawyer, John recently retired from his role as vice chair at Bond Dickinson LLP. Having served as a board member of NewcastleGateshead Initiative for six years, John brings a wealth of business knowledge and experience to his new role having served until his retirement on the CBI Regional Council and as a council member for the North East England Chamber of Commerce. John also chairs the Newcastle United Foundation and the Prince's Trust Development Committee for the North East.

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# INTRODUCTION



**Sarah Stewart**  
Chief Executive, NewcastleGateshead Initiative

“Our success over the past year reflects the hard work and commitment of the NewcastleGateshead Initiative team”

Two years ago, the NewcastleGateshead Initiative board agreed that we should take a leading role in bidding to bring major events to NewcastleGateshead. As a direct result of that decision, not to mention a great deal of hard work, NewcastleGateshead will be hosting the Great Exhibition of the North in 2018 and the World Transplant Games in 2019 - details of both are included in this review.

I'm incredibly proud of this success, but in the midst of all the excitement surrounding recent announcements it's important to remember that bringing major events to the region is just one aspect of the important work we do week in, week out to inspire people to visit and to live, learn, work and invest in and around NewcastleGateshead.

In summary:

- Our tourism campaigns continue to position NewcastleGateshead as an exciting city break destination which last year attracted 1.95 million overnight visitors.
- Every year the Convention Bureau secures hundreds of business meetings and events for partner venues and hotels, including many major conferences.
- This year alone, the Invest Newcastle team has attracted 857 new jobs to the city.
- Our annual festivals and events programme - including Juice Festival, Enchanted Parks and the New Year's Eve Carnival Parade and Midnight Fireworks - remains as popular as ever.
- NGI Solutions - our marketing, PR and research agency - is going from strength to strength, generating much needed income to support our core activities.

## Congratulations

Sarah was awarded an OBE for services to the North East economy in the 2016 New Year Honours List, recognising her role in leading NewcastleGateshead Initiative's work to secure positive profile and drive economic growth for the region.

This review shines a spotlight on our work over the past year in each of these areas; work that makes a real difference to so many companies, organisations and people living and working in and around NewcastleGateshead.

We are committed to continue delivering such important work in the years ahead alongside the Great Exhibition of the North in 2018 and the World Transplant Games in 2019; not forgetting our involvement with what promises to be a truly inspiring programme of events for Freedom City 2017. As a result, we're looking forward to an extremely busy and interesting, albeit challenging, few years.

There are two vital factors that inspire me to look ahead with real confidence. The first is the NewcastleGateshead Initiative team - our success over the past year reflects their hard work and commitment, just as their enthusiasm and creativity will underpin the successful delivery of such an exciting programme of activities in the years ahead.

The second is the support we receive from NewcastleGateshead Initiative partners - a key strength of our bid to host the Great Exhibition of the North was the breadth of support from partners right across the region. Many, many thanks for this and for all your support throughout the year.



# LEISURE TOURISM

“We market NewcastleGateshead on a national and international stage, promoting it as a leading city break destination in order to boost overnight visitor numbers, support the growth of the visitor economy and change outdated perceptions; positive destination promotion underpins all of our work as an organisation.”

Kathie Wilcox, Marketing & Communications Director

## THE TYNE IS RIGHT TO VISIT

**WHAT:** ‘The Tyne is now’ is the name of our city breaks marketing campaign – the focus of the domestic leisure marketing activity we deliver to attract visitors to the city from across the UK. In 2016 we worked with campaign partners Virgin Trains and Life Science Centre to showcase NewcastleGateshead as the perfect choice for a vibrant short break.

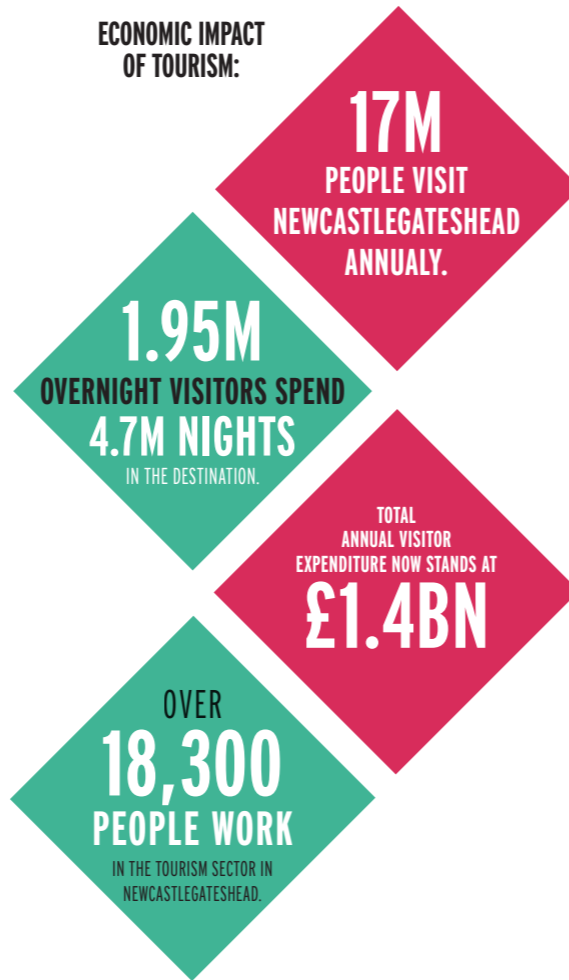
**WHO:** Activity was tailored to reach our target demographic: 25-35 year olds, living in urban areas in Scotland and Yorkshire, couples or groups of friends, largely travelling without children and with a high disposable income to enjoy weekends or time off work.

**HOW:** The high-profile campaign included a partnership with the Guardian, outdoor advertising posters in Glasgow, Leeds, Edinburgh, York and Doncaster, digital and print advertising, destination adverts on catch-up TV, a promotion with Lonely Planet and blogger engagement activity. This was supported by e-communications to our database, social media and a series of media visits and associated coverage.

**WHY:** With limited budget we always try to collaborate with campaign partners who share our objectives. We aim to deliver activity that is highly targeted to our specific demographic – people who will be attracted by the range of experiences on offer in NewcastleGateshead and who we believe provide the best return on investment. Ultimately we want to create positive perceptions and maximise visitor spend in order to support the many businesses in our visitor economy.



### ECONOMIC IMPACT OF TOURISM:



## INTERNATIONAL CAMPAIGNS CREATE POSITIVE PROFILE

**Pictured right: New drone photography of NewcastleGateshead which was commissioned through the £10m Northern Tourism Growth Fund (NTGF).**

In spring 2016, we played a key role in developing and delivering consumer marketing campaigns, as part of NTGF, to attract short break visitors from target international markets, including the US, Netherlands and Germany.

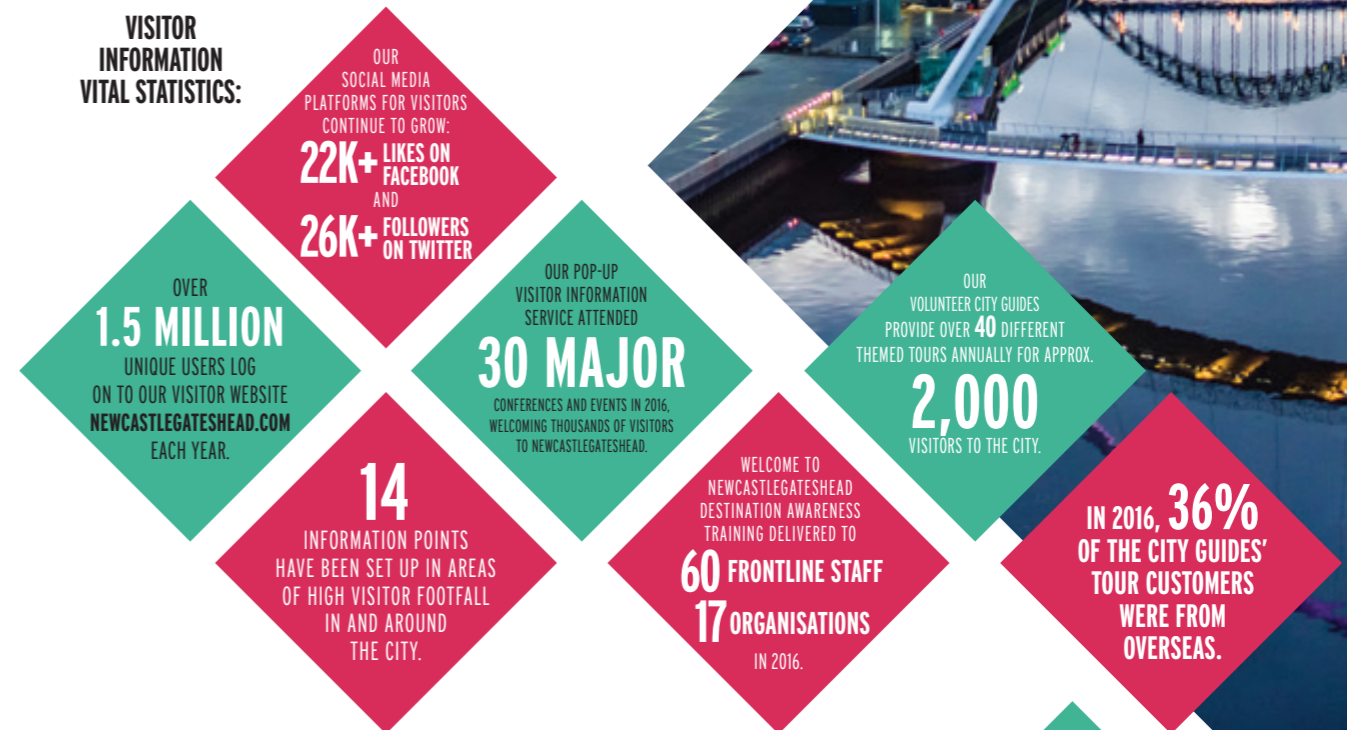
Funded by central government and led by VisitEngland and VisitBritain, we worked closely with partner destinations across the North to boost profile, visitor numbers and spend through the programme of marketing, press and PR, travel trade and business visits and events activities.

During 2016 we also led a £300k government-funded marketing campaign to promote the North East as a visitor destination in Scandinavia. A commercial partnership with online tour operator etravelli delivered targeted digital promotion and enabled consumers to directly book their travel. Over 146,000 people visited the campaign microsite and we saw a 60% increase in bookings to the region, compared to the same period in 2015.

Alongside these wider international marketing campaigns, we continue to develop and deliver joint-funded promotional activity with DFDS to grow the number of Dutch and German visitors travelling to NewcastleGateshead for short breaks.



### VISITOR INFORMATION VITAL STATISTICS:



# 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, benefits the economy and builds local skills and pride.”

Carol Bell, Culture & Major Events Director

## A FRESH SERVING OF JUICE

**WHAT:** Roald Dahl themed book events, pop-up museum performances and a Latin American ‘Day of the Dead’ family celebration were just some of the highlights at our 2016 Juice Festival, which takes place each October half term.

**WHO:** Specially designed for families and under-25s, the award-winning multi-arts festival takes place in cultural venues, libraries and public spaces across NewcastleGateshead.

**HOW:** Chris Batstone, the artistic director for Juice Festival, sums it up nicely: “Every half term we give children and young people the opportunity to be creative and express themselves through a range of art forms.

“As well as creating work themselves, Juice Festival also partners young people with national and international artists to develop performances, exhibitions and experiences for families and young people.”

In 2016, the programme included everything from Just Jam International, a weekend of break

dance and hip-hop dance theatre to SugarTrip, a young people’s immersive film event, based on Charlie and the Chocolate Factory.

The Juice Festival team collaborates with many local venues and arts organisations to create a diverse and engaging programme which attracts families, children and young people of all ages and backgrounds - more than 8,000 people attended 2016 Juice events.

**WHY:** Juice Festival aims to develop the ambition and aspiration of the next generation of local young talent. We do this by building children and young people’s skills, confidence and creativity by taking part in the festival as participants, audiences, young artists and leaders.

JUICE FESTIVAL 2016  
ENGAGED WITH MORE THAN  
**12,000 PEOPLE**  
WITHIN ITS TARGET AUDIENCE OF  
FAMILIES AND UNDER-25s.

JUICE FESTIVAL  
2016 FEATURED  
**57 EVENTS**  
ACROSS  
**18 DIFFERENT  
VENUES**

JUICE FESTIVAL  
BECAME AN ARTS COUNCIL  
ENGLAND NATIONAL PORTFOLIO  
ORGANISATION IN 2014  
- WHICH SECURED  
**£300K**  
FUNDING OVER  
THREE YEARS.



# WORLD TRANSPLANT GAMES 2019 WIN

**WHAT:** Following a competitive bidding process, we were delighted to successfully win the rights to host the World Transplant Games in 2019. NewcastleGateshead hosted a hugely successful British Transplant Games in 2015 and we subsequently launched an ambitious bid to host the World Games in summer 2019. Our initial bid document, which highlighted NewcastleGateshead as the spiritual home of transplantation, was submitted in spring 2016 and NewcastleGateshead was shortlisted alongside Houston, Texas - stiff competition for the final stage!

**WHO:** The bid was developed through a true partnership approach: led and co-ordinated by our team alongside MLS (the event management company for the British Transplant Games) and in support of the official bidding organisation Transplant Sport UK. Other key partners included Newcastle City Council, Gateshead Council, Newcastle University, Northumbria University, Newcastle upon Tyne Hospitals NHS Foundation Trust, Westfield Health and Graham Wylie (chair of the local organising committee).

**HOW:** A panel visit from key members of the World Transplant Games Federation took place in May 2016, as they assessed the suitability of the shortlisted cities, and the process culminated in a final presentation to 13 international members of the World Transplant Games Federation Council in London in July. The council members voted immediately following the formal presentations and NewcastleGateshead was confirmed as the successful candidate.

The World Transplant Games will take place in NewcastleGateshead from 17-24 August 2019 and is expected to attract up to 3,000

participants (competitors and supporters) from more than 60 different countries around the world. We are seeking to host an International Symposium on Transplantation at the same time.

**WHY:** The World Transplant Games will contribute a major boost to the local economy - in excess of an estimated £4m. But, even more significantly, the event will provide an important platform to raise awareness of the need to increase organ donation. Around 6,500 people in the UK are currently on the transplant waiting list and every day around three people who could have benefitted from a transplant die because there aren’t enough organ donors. We now have a vital role to play in raising awareness of these important issues on a national and international stage.



Kim Renyard (executive manager), Chris Thomas (president) and Colin White (treasurer) of the World Transplant Games Federation visit NewcastleGateshead in May 2016.

“Our bid highlighted NewcastleGateshead’s medical credentials, our connectivity, track record of hosting world-class events and the fantastic venues that we can offer. But, as importantly, we focused on what would really set us apart. Our ambition is to host a truly visible games - with events and activities taking place at indoor and outdoor venues in the very heart of the city and with an exciting cultural and social programme that athletes, visitors and local communities alike can enjoy.”

Sarah Stewart, Chief Executive,  
NewcastleGateshead  
Initiative

TO FIND  
OUT MORE ABOUT  
ORGAN DONATION OR TO  
REGISTER ONLINE AS A DONOR, VISIT:  
[ORGANDONATION.NHS.UK](http://ORGANDONATION.NHS.UK)

“As the host destination for the World Games we can now galvanise support across the region and we’re confident that we can deliver a truly memorable event, raise awareness of transplantation and encourage more people to sign up to the NHS Organ Donor Register than ever before.”

Graham Wylie, Chair,  
Local Organising  
Committee

## GREAT EXHIBITION OF THE NORTH 21 JUNE - 9 SEPTEMBER 2018

After a hotly contested competition between cities and towns across the North of England, we were delighted when our bid for NewcastleGateshead to host the Great Exhibition of the North in 2018 was announced as successful.

In March 2016, the government announced a competition to find a host for an exhibition in summer 2018 that would showcase the very best of art, design and culture across the North of England. The aim was to celebrate the region's creativity, help to boost investment and tourism for the North and leave a lasting cultural legacy.

Having worked with a wide range of partners to shape our bid and secured the backing of the cultural sector across the North East region, we were pleased to reach the shortlist stage in summer 2016 - alongside Blackpool, Bradford and Sheffield.

The final stage required us to host a 24-hour panel visit in NewcastleGateshead, for which we developed a detailed itinerary, and to then deliver a major pitch presentation to the project board followed by an in-depth Q&A - each giving us the opportunity to convince the Great Exhibition of the North project board to choose NewcastleGateshead and back our vision for the event.

We developed a compelling and visual case and even created a virtual-reality experience, with the help of VR and AR specialists Vector 76, for the panel of judges. After a nail-biting few weeks following the presentation, NewcastleGateshead was announced as the winner on Tuesday 11 October and we subsequently started planning for the 2018 exhibition which will have an overall budget of £10m, including £5m from DCMS.



"The Great Exhibition of the North is fantastic news for NewcastleGateshead. This cultural investment will bring enormous benefits to the region, including regeneration, increased tourism and cultural engagement. Congratulations to NewcastleGateshead on their successful bid."

**Karen Bradley,  
Secretary of State  
for Culture, Media  
and Sport**

"NewcastleGateshead put forward an exciting and innovative bid to host the Great Exhibition of the North. Their ambitious plans will showcase fantastic venues across the city and highlight their unique heritage, culture and design."

**Sir Gary Verity, Chair of  
the Great Exhibition of the  
North Project Board**

"It's a fantastic achievement and a testament to the creative and innovative bid we developed with the support of many venues, organisations, partners and stakeholders. Together we will develop and stage an event that the whole of the North can be proud of and which we hope will have far-reaching benefits for culture, communities, tourism and businesses - in 2018 and beyond."

**Carol Bell, Culture and  
Major Events Director,  
NewcastleGateshead  
Initiative**

## THE BLAZING WORLD: THE FIRES OF INVENTION

Entitled 'The Blazing World: The Fires of Invention', our plans for the event use NewcastleGateshead as the 'venue' and include: three walking circuits focusing on arts, design and innovation; a major exhibition hub at Great North Museum: Hancock; an innovative programme of new artistic and creative commissions; a business expo showcasing innovation; an entertaining and informative

summer camp at Exhibition Park for families; an extensive learning programme; and exciting opening and closing ceremonies.

Our ambition is for the Great Exhibition of the North to reach more than three million people and to shine a spotlight on both NewcastleGateshead and the creative and cultural assets of the North of England.



## WINTER FESTIVAL 2016

**Enchanted Parks**  
6 - 11 December

Entitled 'A Mid-Winter Night's Tale', Enchanted Parks added an extra night in 2016. Now in its 11th year, the hugely popular after-dark arts adventure - which sees specially commissioned artists transform Gateshead's Saltwell Park into a magical light and art trail - sold out (27,000 tickets) in just two days! Developed in partnership with Gateshead Council and funded by Arts Council England, Enchanted Parks is a key part of our festivals and events programme and a firm favourite in the region's cultural calendar.

**New Year's Eve Winter Carnival Parade**  
31 December

The annual parade attracts more than 40,000 spectators. Community performers, floats, puppets and street bands - all illuminated with fire and light - create a very special family-friendly New Year celebration which culminates in a fireworks display at Newcastle Civic Centre.

**New Year's Eve Midnight Fireworks**  
31 December

A spectacular display, our midnight fireworks light up the quayside and mark the turn of another exciting year for NewcastleGateshead.



# 2016 ILLUSTRATED



▲ New photography for the North of England campaign in China - part of the Northern Tourism Growth Fund project



▲ Pupils from Christ Church C E Primary School sing at the Freedom City 2017 programme launch which commemorated the 49th anniversary of Dr Martin Luther King Jr. receiving his honorary degree from Newcastle University



▲ Our new chair, John Marshall, with chief executive Sarah Stewart

NewcastleGateshead Winter Festival welcomes in 2016



"They say 'it's grim up North' but truth be told, it's not. It's gorgeous. Newcastle is an elegant, cultured city, that is, as I discovered, full of surprises, the peerless Grey Street being one of them."

**Irish Independent,**  
15 February 2016

"You can keep your Hoxton shoebox - the best place for urban living is NE1. So, rule of thumb: the southern, Gateshead bank for art, culture and music; the northern, Newcastle side for bars, restaurants and nightlife."

**The Sunday Times**  
13 March 2016

"Aside from its seven iconic bridges, the quayside has a number of eye-catching developments. The Sage Gateshead, named one of the top five concert halls in the world, is an impressive building that hosts a wide range of music throughout the year."

**Sunday Mirror**  
5 June 2016



▲ The Great Exhibition of the North project board, including Sir Gary Verity and Conrad Bird CBE, meet in our offices at Baltic Place



▲ On the road in the USA promoting NewcastleGateshead as a business tourism destination as part of our Northern Tourism Growth Fund work



▲ SugarTrip - a highlight of Juice Festival 2016

# 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

## BAM CONFERENCE BRINGS ECONOMIC BOOST

**WHAT:** Among the many conferences and events our convention bureau helped to bring to NewcastleGateshead in 2016, the British Academy of Management's (BAM) conference in September was a real highlight for the area. The event at Newcastle University was BAM's largest conference to date; it brought 900 delegates to the destination and contributed an estimated £1.2m to the local economy. During the three-day event, over 700 papers were presented and 22 professional development workshops delivered.

**WHO:** BAM is the leading authority in the academic field of management in the UK, supporting and representing a community of scholars and engaging with international peers. Its annual conference attracts leading researchers from over 50 countries and brought industry experts to NewcastleGateshead from as far afield as Saudi Arabia, Canada and Australia.

The three-day conference in NewcastleGateshead had a packed programme featuring a panel of industry leaders.

**HOW:** NewcastleGateshead Convention Bureau supported the conference organisers by managing the accommodation allocation for many hundreds of delegates. Our local

relationships enabled them to secure discounted rates from a variety of hotels across the city centre. In addition, the team created a dedicated booking website, obtained delegate discounts for local eateries and provided a welcome service at Newcastle Central Station.

**WHY:** The combination of extensive support, excellent connectivity and academic excellence ensured that NewcastleGateshead was the top choice for the event organisers.

Newcastle University provided a particularly good fit with the theme of the BAM conference - 'Thriving in Turbulent Times' - which looked at the challenges contemporary organisations face. The university's research into three major societal challenges - ageing, sustainability and social renewal - perfectly complemented the key issues discussed and debated at the event.

Monika Narvydaite, academy manager at British Academy of Management, said: "This was the first time BAM Annual Conference was held in NewcastleGateshead - the help, advice and support supplied by Newcastle University and NewcastleGateshead Convention Bureau made bringing our conference to the city an easy decision to make."

NEWCASTLEGATESHEAD  
CONVENTION BUREAU AND  
NEWCASTLE UNIVERSITY

**WON GOLD**

IN THE BEST INDUSTRY PARTNERSHIP  
CATEGORY AT THE ABPCO ANNUAL  
AWARDS FOR THEIR  
CONFERENCE AMBASSADOR  
PROGRAMME.

**A WORLD OF  
CONFERRING  
IN NEWCASTLEGATESHEAD**



**VALUE OF  
BUSINESS TOURISM:**

IN 2016  
THE CONVENTION  
BUREAU BROUGHT  
**16,500**  
DELEGATES  
TO THE REGION.

THE CONVENTION  
BUREAU FILLED  
**12,600**  
ROOM NIGHTS  
DURING 2016.

NEWCASTLEGATESHEAD  
CONVENTION BUREAU WON  
**SILVER**  
FOR BEST UK CONVENTION BUREAU  
AT THE 2016 MEETINGS AND  
INCENTIVE TRAVEL  
AWARDS.

## CONFERENCES ARE BIG BUSINESS IN 2016

Our convention bureau works hard to bring major conferences to the region, often working on bids for events many years in the future. Some of the key conferences the team helped secure or support in 2016 include:

- ◆ Chartered Institute of Foresters, Newcastle Marriott Hotel Gosforth Park, 220 delegates, April.
- ◆ FUSE 2016, Hilton Newcastle Gateshead, 130 delegates, April.
- ◆ British Thyroid Association 64<sup>th</sup> Annual Meeting, Life Conference & Banqueting, 130 delegates, May.
- ◆ Building Society Association, Sage Gateshead, 550 delegates, May.
- ◆ Veterinary Study Group Conference, Jurys Inn NewcastleGateshead Quays, 100 delegates, May.
- ◆ SunnyCon, St James' Park, approx. 3,500 delegates, June.
- ◆ Manufacturing and Engineering Exhibition, Metro Radio Arena, 1,300 delegates, July.
- ◆ British Academy of Management 30<sup>th</sup> Annual Conference, Newcastle University, 900 delegates, September.
- ◆ British Association of Community Child Health, Crowne Plaza Newcastle - Stephenson Quarter, 150 delegates, September.
- ◆ Society of local authority Chief Executives - SOLACE Summit 2016, Hilton Newcastle Gateshead, 400 delegates, October.
- ◆ Royal College Obstetricians and Gynaecologists National Trainees Conference, Sage Gateshead, 200 delegates, December.

## CONFEX CREATES NEW OPPORTUNITIES

**Pictured left: The NewcastleGateshead stand at one of the UK's leading trade exhibitions, International Confex.**

Tradeshows are proven to generate new business and so ensuring we have a strong presence at International Confex and The Meetings Show (the two biggest meetings and events tradeshows in the UK) is one of our most important roles.

These shows connect event organisers with venues, destinations and event support services, and the combination of our stand-out presence, range of partners and programme of pre-event marketing and PR ensures that we make the very most of the events to develop new business leads for the destination and our partners. At International Confex 2016 alone, the team secured enquiries worth a potential £4.9m to the regional economy.

NewcastleGateshead Convention Bureau was joined at tradeshows in 2016 by:

- Crowne Plaza Newcastle - Stephenson Quarter.
- Hilton Newcastle Gateshead.
- Mercure Newcastle County Hotel.
- Metro Radio Arena.
- Newcastle United Football Club.
- R&B Group.
- Sage Gateshead.
- Sunderland Association Football Club.



# 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

## NEW INVESTMENTS LAND

**WHAT:** During 2016, our inward investment team helped to secure seven new investments for the city, creating 857 new jobs in total. Three of these recent 'wins' are outlined below and really demonstrate the range and breadth of businesses that our targeted work is seeking to attract.

**WHO: Amicus ITS** - this data and technology company, providing customised IT services and technology solutions for healthcare, regulated industries and blue-chip, corporate markets, is opening a service desk in Newcastle which will deliver between 100 and 200 new jobs. Recruitment for new apprentices is already underway, providing great opportunities for young people and residents across the city.

**Convergys** - a global leader in customer management services, Convergys' new state-of-the-art contact centre has created 600 new jobs at The Rocket, in Newcastle's Stephenson Quarter. Newcastle fought off stiff competition from other places across the UK to secure the investment, a real vote of confidence in the city.

**Personal Group** - this fast-growing technology company, specialising in employee engagement, chose Newcastle as the location for a new office to support a recent contract win with

Sage Group plc. With an initial 20 jobs planned, Personal Group hopes to grow its base here to 100+ staff as the project with Sage becomes more established, demonstrating the role large companies can play in new inward investment attraction.

**HOW:** We provided each of these investors with bespoke packages of support to provide an easy transition to Newcastle and make valuable introductions into the local business community.

**WHY:** As well as our proactive targeting to profile Newcastle, particularly within sectors where we have a competitive advantage and a growing sector base, we also nurture and support potential new investors right through to the point that a business 'lands' and then afterwards to ensure they stay and grow. In short, our role is to help businesses locate, expand and flourish; we provide tailored support to help each organisation realise its ambitions for growth, which in turn delivers wider economic growth for the region.



82  
PROJECT  
SUCCESSSES / WINS  
TO DATE

4,814  
JOBS CREATED  
AND SAFEGUARDED  
AS A RESULT

182  
LIVE PROJECTS  
IN THE PIPELINE

11,000  
POTENTIAL  
JOBS



"MIPIM is a fantastic opportunity to showcase Newcastle on a global stage. The Invest Newcastle team brought a wide range of partners on board, made sure that we had a really impactful presence at the show, and ensured that collectively we made the most of this unmissable opportunity to celebrate Newcastle's achievements and secure vital investment to continue the development and growth of the city."

Pat Ritchie,  
Chief Executive,  
Newcastle City  
Council

## NEWCASTLE SHOWCASED ON GLOBAL STAGE

**Pictured left: Invest Newcastle had a prominent presence at MIPIM for the first time in 2016.**

Attending with 12 private-sector partners and Newcastle City Council, our inward investment team took a stand on the Croisette, a high footfall area at the world's leading property trade show. MIPIM brings together the most influential players from across all of the international property sectors and provided a key opportunity to showcase the city and secure new investment opportunities.

Development sites across Newcastle were highlighted both on the stand and through supporting materials developed for the event, including the Accelerated Development Zone and the newest Enterprise Zone: Newcastle International Airport Business Park. In addition, the North East's thriving economy, competitive prices and outstanding quality of life were all highlighted - providing a strong draw for developers and corporate occupiers.

A daily reception held on the stand, a programme of media engagement and involvement in a Core Cities Northern Powerhouse conference, as part of the official MIPIM conference programme (attended by 500 people), all contributed towards a significant increase in profile for Newcastle.

Building on the success of 2016, Invest Newcastle will have an even bigger presence in 2017: [www.newcastleatmipim.com](http://www.newcastleatmipim.com)

c23,500  
VISITORS

4  
DAYS

100+  
CONFERENCE  
SESSIONS

EUROPE'S  
BIGGEST  
PROPERTY  
EVENT



# 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.”

Cath Hindle, Head of Operations & Tourism

## BUSINESSES BACK ECONOMIC GROWTH

**WHAT:** NewcastleGateshead Initiative has always been a public-private partnership and as a non-profit making organisation, the valuable support of the private sector has a vital role to play in our ongoing success.

**WHO:** A broad range of businesses across North East of England - from leading global professional services company, Accenture, to architects Space Group, the newly opened visitor attraction Daniel Farm and hugely successful city centre restaurant The Botanist - signed up to our public and private sector partnership in 2016; it includes more than 170 businesses in total.

**HOW:** As the destination management and marketing agency for the area, we work to raise the profile of NewcastleGateshead and the wider region, change perceptions, attract visitors, new investment and jobs - and deliver economic benefits as a result. During 2016 we have been more proactive about sharing these aims, objectives and activities with a wider business network and we are delighted to have so many new partners, from diverse sectors, joining up to collaborate and lend their support.

**WHY:** Our private-sector partners are not only critical to enabling us to do our work - through their direct and in-kind support - but are also key ambassadors in inspiring people to visit, and to live, learn, work and invest in NewcastleGateshead. We're looking forward to working closely with all of our new partners to deliver mutual benefits for our organisations and the destination as a whole.

“We are, and have always been, proud to be part of this great city. NewcastleGateshead Initiative have demonstrated to us that they do good for the city in the tasks that they undertake. We are pleased to give our support.”

Nigel Smith, Chairman, Ringtons



“NewcastleGateshead Initiative play a crucial role in the ongoing development of the local area in attracting businesses, tourists and individuals to the region. I am therefore delighted that Deloitte has become a partner. As a business we are committed to the North East and the continued development and promotion of NewcastleGateshead and the region.”

Stephen Hall, Office Senior Partner, Deloitte

**Deloitte.**

“It is such a fantastic initiative for the region and as a business, we certainly share a common goal in putting Newcastle on the map as a world-class destination which boasts a stand-out leisure offering and vibrant drinking and dining scene.”

Paul Burns, Senior Business Development Manager, The Botanist



**IN 2016**  
WE HOSTED PARTNER EVENTS AT A RANGE OF VENUES, INCLUDING: BALTIC CENTRE FOR CONTEMPORARY ART, NEWCASTLE RACECOURSE, THE BOILER SHOP, LAING ART GALLERY, CENTRE FOR LIFE, LANE7, 21 RESTAURANT AND GATESHEAD COLLEGE.

**NEARLY A QUARTER OF OUR PARTNER BUSINESSES ARE BASED OUTSIDE NEWCASTLEGATESHEAD.**

Newcastle City Council

Gateshead Council

WE ARE DELIGHTED WITH THE CONTINUED SUPPORT OF OUR TWO LOCAL AUTHORITY PARTNERS.

## EVENTS TO UPDATE, INSPIRE AND ENTHUSE

**Pictured left: Partners engaged at one of our Partner Update Meetings in 2016.**

Each year we run a programme of events to update, inspire and enthuse our partners. Hosted by different partner organisations across the region and involving a range of external speakers as well as presentations from the NewcastleGateshead Initiative team, our events are a great way to find out what's happening across the region, gain an overview of our proactive plans for each year and enjoy networking opportunities with like-minded peers.

Over 100 colleagues from partner organisations attended this event at the Boiler Shop in November 2016 where we shared our vision for the Great Exhibition of the North - with speakers from BALTIC, Sage Gateshead and Tyne & Wear Archives & Museums - as well as an overview of our aspirations for the World Transplant Games in 2019, with businessman and local organising committee chair Graham Wylie presenting too.

With 20 of the NewcastleGateshead Initiative team in attendance, the pre and post-event networking provided an informal opportunity to find out more about what we have planned as well as the chance to try out the virtual reality experience we developed for our Great Exhibition of the North bid.

To find out more about partnership or our partner events, visit [ngi.org.uk](http://ngi.org.uk)

## NEW PARTNERS IN 2016...

Welcome to our new and upgraded partners:

### 12 SILVER

Accenture; Converge; Cundall; Deloitte; Highbridge Cobalt; Manpower; Mkodo; Motel One; Nirvana Europe; Reece Group; Ringtons; and Space Group.

### 10 BRONZE

The Botanist; Cullercoats Bike & Kayak; Daniel Farm; Iles Tours; The Lakes Distillery; New Horizons Newcastle; Parkers Executive Coaches; Tourism Growth; Uber; and Wylam Brewery.

# NGI SOLUTIONS

"NGI Solutions is our trading company - a research, marketing and PR 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

## NGI SOLUTIONS GOES FROM STRENGTH TO STRENGTH

**WHAT:** We've been busy during 2016 delivering a wide range of contracts.

Whilst we have an award-winning track record as a destination marketing agency, we 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 for both public and private-sector clients.

NGI Solutions has won a diverse set of projects this past year, from bespoke social media training for Invest North East England and marketing delivery for major festivals and events, such as Freedom City 2017 and Hadrian's Cavalry - to wide-ranging research and insight projects for the likes of Warwick Business School, Fenwick Food Hall and Nestlé.

At the same time, we have been promoting the NGI Solutions brand, blog and website - as well as a new range of thought leadership events that allow us to share some of the team's expert knowledge and insight.

**WHO:** The NGI Solutions team is the NewcastleGateshead Initiative team - and vice versa. It's our exceptional, existing in-house team which is developing and delivering these new commercial opportunities alongside their core work to market NewcastleGateshead.

**HOW:** The wide range of clients and contracts won this past year, combined with the materials and events we have developed, have really established our position in the marketplace as a growing and successful marketing, PR and research agency.

**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 - and drive economic growth for the area.

NGI Solutions is a key part of this strategy which is proving hugely successful; we secured £250k of new revenue in 2015/16 and are aiming for significant year-on-year growth, in addition to doubling the average project value year-on-year. As a result we have huge ambitions and great optimism for the future of NGI Solutions.

ngisolutions

VISIT: [NGISOLUTIONS.COM](http://NGISOLUTIONS.COM)

"We've really enjoyed working with the team at NGI Solutions. They clearly understood the brief and found the right methodology and approach to suit our project. The outputs and insight from the research continue to be used as part of the development of our business model."

Mark Brassell,  
Director, The Alnwick Garden

"We asked NGI Solutions to plan and deliver PR training for National Trust staff responsible for local marketing and communications activity within the North of England. Working alongside NGI Solutions to deliver bespoke training really enabled us to bring internal clients up to speed with the fast-paced and changing world of media and PR from an external and internal perspective."

Sadie Parker,  
PR and Communications  
Consultant, National  
Trust North

## HERE COMES THE CAVALRY

**Pictured right:** An image commissioned as part of our marketing programme to promote Hadrian's Cavalry 2017, a brand-new, wall-wide exhibition celebrating the elite Roman cavalry regiments that guarded Hadrian's Wall 2,000 years ago.

NGI Solutions secured a contract to provide marketing, PR and digital expertise to promote this exciting event and raise the profile of Hadrian's Wall and the North of England as a must-visit destination in 2017.

The international significance of the exhibition and the associated events programme has the potential to drive increased visitor numbers, social media and website engagement and media interest. As a team who are experienced in destination and major events promotion to attract positive profile, national and international visitors and drive economic growth, this project enables us to utilise the best of our skills and expertise.

To find out more about Hadrian's Cavalry, visit [hadrianscavalry.co.uk](http://hadrianscavalry.co.uk)

## CASE STUDY: INTERNAL COMMUNICATIONS AUDIT FOR NESTLÉ

Nestlé Fawdon approached us after identifying a need to improve staff engagement with their internal communications channels. After agreeing the objectives for the project, we set about auditing their current communications using a range of insight techniques, surveying both shop-floor staff and management. The results were then analysed to identify recommendations for Nestlé's internal communication channels and practices.

"Following professional administration and analysis support, I was presented with a clear and informative report which I have been able to use to help build Nestlé Fawdon's communication strategy going forward. Thanks to Ian and the team for their help, knowledge and patience!"

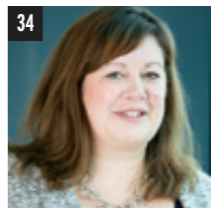
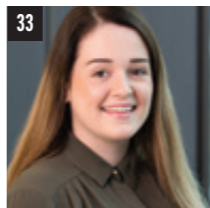
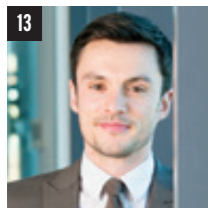
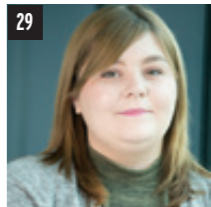
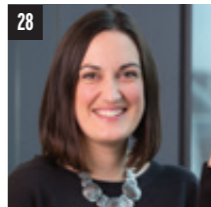
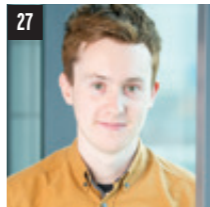
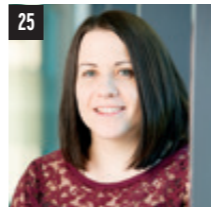
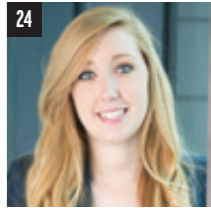
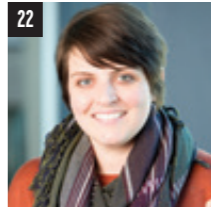
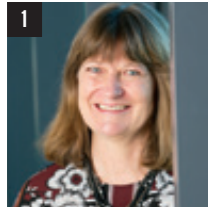
Gemma Brown, Internal Communication Coordinator,  
Nestlé Fawdon



## WHAT CAN NGI SOLUTIONS DO FOR YOU?

To talk to us about your marketing, PR or research projects - large or small - please get in touch with **James Ealey**, **Ian Thomas** or **Kathie Wilcox**; 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 Jonathan Gilroy - Destination Manager
- 4 Dianne Coaten - Head of Finance
- 5 Dezra Riley - Monitoring & Evaluation Manager
- 6 Jane Harkness - Finance Assistant
- 7 Anne Howes - Senior Office Manager
- 8 Joy Sanders - Partnership & Events Executive
- 9 Cariad Holmes - Partnership & Events Executive
- 10 Anna Moroney - Partnership Development Executive

## BUSINESS DEVELOPMENT & RESEARCH

- 11 James Ealey - Business Development Director
- 12 Ian Thomas - Senior Research Manager
- 13 Nathan Shrubbs - Research Executive

## CULTURE

- 14 Carol Bell - Culture & Major Events Director
- 15 Chris Batstone - Artistic Director, Juice Festival
- 16 Vikki Leaney - Programme Development Manager
- 17 Laura Hunter - Programme Manager
- 18 Helen Ferguson - Juice Festival Programme Manager

## MARKETING & COMMUNICATIONS

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

## CONVENTION BUREAU

- 30 Paul Szomoru - Head of Business Tourism
- 31 Caroline Reed - Conference Development Manager
- 32 Julie Rastelletti - Business Tourism Manager
- 33 Carly Ivers - Business Tourism Assistant

## INWARD INVESTMENT

- 34 Catherine Walker - Inward Investment Director
- 35 Ciara Small - Senior Investment Manager
- 36 Matt Bratton - Senior Inward Investment Executive

## GET IN TOUCH

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#### Acknowledgements

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ncjMedia, North News, [VisitEngland.com](http://VisitEngland.com),  
Zander Photography

Design:  
Sheridan Design

OUR MISSION IS TO

**INSPIRE**

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

OUR FOCUS IS TO DRIVE

**ECONOMIC  
GROWTH**

## OUR BOARD

### CHAIR

John Marshall

### BOARD DIRECTORS

Mike Barker, Gateshead Council  
Stuart Birkett, ncjMedia  
Lee Charnley, Newcastle United  
Professor Richard Davies, Newcastle University  
Judith Doyle, Gateshead College  
Andrew Fox, Crowne Plaza Newcastle - Stephenson Quarter  
Colin Hewitt, Ward Hadaway  
Louise Hunter, Northumbrian Water  
Tony Lewin, Newcastle College  
Graeme Mason, Newcastle International Airport  
Andrew Moffat CBE, Port of Tyne  
Anth Mooney, Virgin Money

Pat Ritchie, Newcastle City Council  
Kevin Robertson, Bond Dickinson LLP  
Michael Spriggs, Invest Newcastle Advisory Board  
Phil Steele, Eldon Square Shopping Centre  
Mark Thompson, Ryder Architecture Ltd  
Professor Andrew Wathey CBE, Northumbria University

### OBSERVERS

Paul Borg representing North East Hotels Association  
Maggie Pavlou representing North East England  
Chamber of Commerce  
Jane Tarr, Arts Council England, North East

### COMPANY SECRETARY

Robin Earl