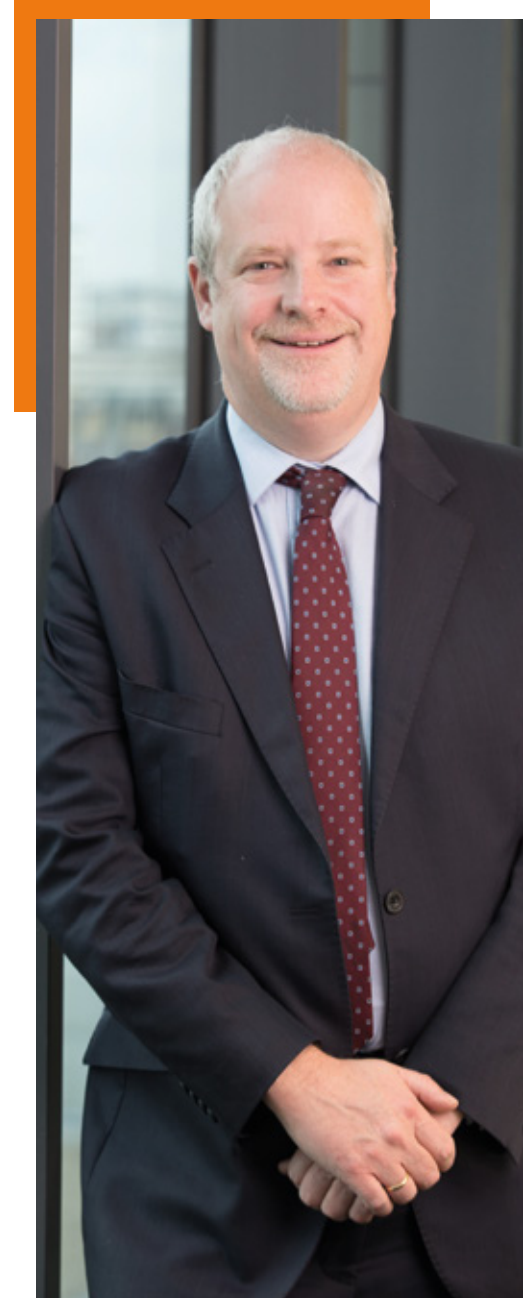




"With less than a year until Great Exhibition of the North begins in June 2018, you will appreciate when I say this has been NewcastleGateshead Initiative's most exciting and busiest year."

John Marshall, Chair, NewcastleGateshead Initiative



Welcome to our review of NewcastleGateshead Initiative's year.

We are proud that NewcastleGateshead will be hosting England's biggest event in 2018 with the Great Exhibition of the North. We have been overwhelmed by the collaboration, support and engagement of our stakeholders and partners here and across the wider North to help us deliver a very special event.

We were also delighted to work with Newcastle University this year remembering the award of Dr Martin Luther King Jr's honorary degree, culminating in the memorable Freedom on the Tyne event on the Tyne Bridge. In April we were thrilled to be part of the successful bidding team for the European Rugby Champions Cup. This will be coming here in 2019, the same year as we host the World Transplant Games – what a year of sport!

Elsewhere, our core activity continues successfully to promote this wonderful region to a wider audience for tourism and business events, as well as creating new jobs by promoting inward investment and business expansion.

We achieve all this through the invaluable support of our local authorities and our 170+ private sector partners.

Thank you to all of you.

John Marshall
Chair, NewcastleGateshead Initiative



What are your highlights of the year?

Attending a meeting at 10 Downing Street for the Great Exhibition of the North showed the immense level of nationwide support for this event, including at the highest levels of government.



The Freedom on the Tyne event in October summed up the best aspects of our work - an inspirational subject matter, an amazing setting on the Tyne Bridge and over 5,000 members of the public joining us to celebrate.



Attending the World Transplant Games in Malaga in June emphasised the importance of doing justice to this event, and the life-affirming stories of its participants, when NewcastleGateshead hosts the Games in 2019.



Presenting awards at the VisitEngland Awards for Excellence and seeing our own region so well represented amongst the best the tourism sector has to offer. This reinforced the importance of our work delivering the North East England Tourism Awards. Special thanks to our administration "A-Team" for their contribution here!



Finally, canoeing down the Tyne with the team at our staff summer social. This moment summed up the reason there have been so many highlights over the past year - the camaraderie, dedication and spirit of our entire team.

What are you most proud of in the last 12 months?

Our team is the driving force behind our success. It's now the largest it's ever been and I'm so proud of how we've risen to the challenge of bringing the Great Exhibition of the North to life whilst continuing to deliver all other aspects of our agenda. This is exemplified by our marketing, communications and digital teams, who've juggled so many campaigns and priorities with great success this year.

NGI Solutions also plays an increasingly important part. By proving that we can generate substantial, sustainable income, NGI Solutions allows us to continue to deliver on our mission, now and in the future.

I'm also proud that NewcastleGateshead Initiative is one of a rare breed - a truly successful public-private partnership. Our private sector partnerships are now at their highest level ever and we've seen a huge level of support for the work of Invest Newcastle, particularly the number of partners who've joined us at MIPIM - the world's leading property market. In 2017 this grew to 25, from 12 the previous year, and we already have more than that signed up for 2018!

Why does the partnership working behind NewcastleGateshead Initiative make such a big difference?

Our partners are critical to our success. I'm extremely grateful for the high levels of support we continue to receive from both local authorities and private sector partners.

Working with so many organisations who share our ambition and vision for the region allows us to achieve things that would be impossible otherwise - not just because of their financial support, but also their engagement and involvement with joint campaigns and events, which amplify our own efforts.

I'd particularly like to thank our board. We owe much of our success in the past 12 months to the support of our 19 gold partners. I'd also like to give special thanks to our chair, John Marshall. It's his first year in the role, and the level of enthusiasm and effort he's contributed is very much appreciated by everyone.



MIPIM 2017

What are the big opportunities in the year ahead?

Of course, Great Exhibition of the North is a huge part of our plans for 2018. This truly is a once-in-a-lifetime chance and its legacy will leave the region stronger.

The big opportunity for NewcastleGateshead Initiative is to capitalise on this and build our influence on a national level. Our convention bureau is attracting high-profile events, like VisitBritain's flagship event ExploreGB, off the back of our raised profile. And NGI Solutions is expanding its reach to win projects across the country.

We'll also be working with VisitBritain and Newcastle Airport on international activity to secure more inbound air passengers to the region. Finally, the exciting plans for a £200m arena, conference and exhibition centre on Gateshead Quays represent a huge opportunity to attract increased investment into the region, and we'll be giving our full support to Gateshead Council as the project develops.

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

Paul Szomoru, Head of Business Events



BIM Show Live

Sell-out BIM Show
Live goes global

Newcastle is the ideal stage for BIM Show Live, the UK’s leading event for digital construction.

Building Information Modelling (BIM) applies technologies like artificial intelligence and predictive data to architecture, engineering and construction. So with Newcastle’s innovative tech industry and its rich engineering heritage, it’s perhaps no surprise that the city is now considered the UK capital of BIM expertise.

Already a national success story, BIM Show Live has huge growth potential, and in 2017 NewcastleGateshead Initiative worked alongside public and private sector partners to help expand the event’s audience outside the UK.

Our work brought BIM Show Live and Newcastle to an international audience.

Securing funding from VisitBritain, and collaborating with local architecture firm Space Group, event management company Beacon House and Invest Newcastle, we hosted 60 international delegates at 2017’s sell-out event in the Boiler Shop in Newcastle’s Stephenson Quarter. With further VisitBritain funding confirmed, we’re expecting to grow international activity and attendance even further for the next conference.

The success of events like BIM Show Live build Newcastle’s profile as an international hub for tech and engineering expertise, attracting even more visitors and investment. They also grow our reputation as a leading UK conference destination, helping us bring more business events and visitors to NewcastleGateshead.

Business events
highlights...

£4.4m

For the region’s economy

NewcastleGateshead Convention Bureau confirmed business for NewcastleGateshead and the wider region worth £4.4m.

11,294

Delegates visiting the region

This confirmed business included 11,294 delegates visiting and spending money here, and 26,136 room nights.

Bronze award

Best UK Convention Bureau category

Our team’s hard work earned them national recognition at the M&IT Awards, taking home a bronze award (beaten only by London and Glasgow) for the title of “Best UK Convention Bureau”.

National
representation

Meetings Industry Association (MIA)

Our head of business events, Paul Szomoru, was appointed chair of the MIA destinations group, a high-profile role in the conference sector.



“Invest Newcastle attracts and secures new investment and jobs for the city. We deliver a range of highly targeted activities and bespoke services to attract and support potential and existing investors.”

Catherine Walker, Inward Investment Director



22

Project wins

We had 22 project wins in 2017. That's businesses attracted to the area or expansions that we helped secure.

1,300

Jobs created or safeguarded

In 2017 Invest Newcastle's work created 648 new jobs in the region and safeguarded a further 730.

Invest Newcastle secures 1,300 jobs in key sectors

Invest Newcastle is dedicated to supporting companies looking to relocate or expand in the city.

Working in partnership with the government, local authorities, universities and the private sector, our proactive lead generation work led to the identification of 100 new potential projects and created or safeguarded over 1,300 jobs in 2017.

Amongst our success stories is global law firm Norton Rose Fulbright, which is expanding its legal innovation hub in Newcastle. This is set to create 100 jobs trialling new technologies and working practices for the company.

Managing partner Martin Scott commented: "We're pleased by the support we've received locally. Newcastle is ideally placed for Norton Rose Fulbright, with access to a strong pool of local talent and a strong and growing reputation for innovation and technology."

Our work generates investment and jobs that play to Newcastle's strengths.

In 2017 Invest Newcastle delivered focused activities to attract interest from three key target sectors: technology, life sciences and legal services. These all represent major inward investment opportunities for the city.

Where potential opportunities are identified, Invest Newcastle provides businesses with support to evaluate Newcastle as a potential location, making introductions to local businesses and industry contacts who can share insights into what the area has to offer.

This support also continues after a business has made the decision to locate within the city. By helping new businesses to integrate into the community, we can help them feel welcome and connected, establishing a strong network which will enable them to thrive in Newcastle.

MIPIM 2017

Successful partnership event

We coordinated a strong Newcastle presence at MIPIM – the world's leading property market. This included 25 partners attending, 10 on-stand events, an investor dinner, four significant partnership events and a 75sqm pavilion. One of our partners - Space Group - was there showing potential investors a virtual Newcastle through VR headsets.



Tech investment

VRTGO VR Conference

We hosted eight UK and six international companies for the VRTGO conference which showcases the region's thriving virtual and augmented reality sector.

100

New projects identified

In 2017 we identified over 100 potential new investment projects which could lead to over 3,500 potential new jobs.

“Newcastle-upon-Tyne has a reputation for being a party city. But its Georgian core, smattering of galleries and increasingly diverse culinary scene means a weekend in this former industrial hub offers much beyond nightlife.”

Stuart Forster, *The Independent*
– 18 October 2017



“We market NewcastleGateshead as a leading city break destination on a national and international stage, to boost overnight visitor numbers, support the growth of the economy and change perceptions.”

Kathie Wilcox, Marketing & Communications Director

Virgin Trains partnership builds momentum

Our spring campaign called on city breakers to ‘Hop On It’ and book their trip to NewcastleGateshead.

In spring 2017, NewcastleGateshead Initiative delivered its first 50/50 funded campaign in partnership with Virgin Trains East Coast, to inspire more people to visit NewcastleGateshead by train.

By combining budgets and resources for our “Hop On It” campaign, we were able to promote NewcastleGateshead to a larger audience as an ideal short break destination. Through radio, digital and press advertising in our shared target cities of Edinburgh, York, Leeds and Doncaster, we presented a series of messages all based on the proposal of ‘Virgin Trains can get you to the Toon in no time’. Working with a travel partner on campaigns enables us to highlight journey times and how easy it is to get to NewcastleGateshead from the target areas.

With 20 million passengers per year, Virgin Trains East Coast is a key partner in inspiring people to visit the region.

Since the joint-funded campaign, we have continued to work closely with Virgin Trains. As our tourism travel partner for 2017/18, Virgin Trains features prominently in our marketing activity for leisure tourism and business events. The train operating company also integrates our destination and events information into its website and email newsletters, keeping customers up to date with what’s happening in NewcastleGateshead, so they can plan a truly memorable visit.

And our joint working will continue to grow, following the announcement in September 2017 that Virgin Trains had signed up as the first premier partner for the Great Exhibition of the North.

“Working with NewcastleGateshead Initiative allows us to have the most up-to-date information to excite and engage our customers about travelling to the North East.”

Phil Peacock, Brand Partnerships Manager, Virgin Trains East Coast

£1.46bn

Total annual visitor expenditure

17.38m

Annual visitors to NewcastleGateshead

1.94m

1.94m overnight visitors spend 4.72m nights in the destination

Over 18,500

People work in the tourism sector in NewcastleGateshead

Over 1.5 million

Users visited NewcastleGateshead.com in 2017

Social following

Our leisure tourism activity has built a growing audience of 30.1k Twitter followers, 22.9k Facebook page likes and 3.8k Instagram followers.

Welcome!

Our pop-up welcome desks have been meeting visitors throughout 2017. In July we helped greet 2,700 passengers arriving on the Disney Magic cruise ship.



01.

New Year's Eve

Our New Year's Eve midnight fireworks on the quayside welcome in 2017.

02.

125 Years United Dinner

Newcastle United Foundation commemorates 125 Years United as part of the football club's birthday celebrations.



04.

Freedom on the Tyne

Freedom City 2017 – a partnership between Newcastle University, Northern Roots and NewcastleGateshead Initiative - culminates with the dramatic Freedom on the Tyne event on Sunday 29 October.



05.

Dacia Magic Weekend

St James' Park welcomes the 12 Super League teams for Dacia Magic Weekend 2017. After another successful weekend in NewcastleGateshead, the event will return in 2018.

03.

World Transplant Games

An international delegation visits the North East to review preparations for the World Transplant Games which will be hosted in the region in 2019.



06.

North East England Tourism Awards 2017

The 2017 awards ceremony recognises the best of the many high-quality experiences on offer for visitors to the North East.

07.

Monument Tours

The Newcastle City Guides tours of Grey's Monument continue to sell out. In 2017 Earl Grey witnessed five marriage proposals - all said yes!





"We promote NewcastleGateshead's cultural offering, deliver cross-river festivals and take the lead in bidding for major events. This activity builds the region's profile, attracts visitors, benefits the economy, and builds local skills and pride."

Vikki Leaney, Senior Festivals & Events Manager



Freedom on the Tyne

Enchanted Parks lights up Winter Festival celebrations

Our popular Enchanted Parks event continues to evolve.

After previous sell-out success, 2017's work has focused on achieving ambitious goals to create an even more spellbinding experience.

2017's theme – The Inventors' Ball – is the latest Enchanted Parks story to be told through the night-time transformation of Saltwell Park into an atmospheric wonderland by specially commissioned artists. Already a firm local favourite, the annual event which began in 2007 had 27,000 visitors in 2016. For 2017 we set out to enhance the storytelling element of Enchanted Parks both on site and prior to the event.

A new creative team was appointed, working with established organisers at NewcastleGateshead Initiative and Gateshead Council to bring the event to life. 2017's achievements included the creation of an app to help visitors explore the park and narrative more easily, and pre-event marketing activity that included additional teaser content to set the scene, all aimed at making the experience and storytelling even more immersive and atmospheric.

Our Winter Festival opens up our public spaces and shows the region in a new light.

Enchanted Parks is part of NewcastleGateshead Initiative's programme of Winter Festival events. With 2017's festival culminating in spectacular New Year's Eve celebrations in Newcastle's Exhibition Park and on the Town Moor, then midnight fireworks on the Quayside, the Winter Festival allows us to showcase the region's strong arts and cultural sector, as well as its beautiful public spaces. The festival has a key role to play in helping us achieve inspirational national media coverage for the destination.

Just in, from Juice...

20 art forms

In 2017, Juice Festival presented 25+ events across nine different venues, covering at least 20 art forms.

Collaboration

For Juice Festival 2017, 50+ artists collaborated with 200 children and young people and 350 school children.

Arts Awards qualifications

In 2017, Juice helped nearly 500 children and young people achieve Arts Awards qualifications, from Discover through to Gold.

"We spent an amazing day with friends at 'Imagine That'. The absolute show-stopper was the Von Tuur Salon with the sensory journey. I was so jealous that only the children could take part in this... it was incredible to watch!"

Attendee of Imagine That, part of Juice Festival 2017

“Set to be the biggest event in England in 2018, Great Exhibition of the North is a once-in-a-lifetime opportunity for NewcastleGateshead, our region, and indeed the whole of the North of England.”

Carol Bell, Executive Director, Great Exhibition of the North



We’re delighted to be delivering this exciting, free and family-friendly event which will instil pride, attract visitors, change perceptions and raise aspirations for generations to come.

Great Exhibition of the North preparations get underway

The Great Exhibition of the North is a once-in-a-lifetime opportunity for our region.

As England’s largest event of 2018, it’s a chance for the North of England to showcase its role in shaping the economy of tomorrow. From arts and culture to design and technological wizardry, the event will bring the region’s historical achievements and current strengths into the limelight on a scale that’s not been seen since the 1951 Festival of Britain.

NewcastleGateshead was selected to host the event in late 2016, following an intensive bidding process. Since then, we’ve pulled out all the stops, hiring 10 new team members to support with the preparations. In 2017 we took huge steps towards making the event a reality, launching a colourful, dynamic brand identity and website, confirming the event’s first premier partner, and releasing a sneak preview of some of the exciting and creative content that’s set to be featured.

The exhibition will drive lasting economic impact and build relationships with the wider North.

The exhibition will play out across a range of indoor and outdoor locations, with exhibitions, events and experiences linked by three walking trails focused on arts and culture, design and innovation. Local businesses in NewcastleGateshead and across the North can play an active role in supporting the Great Exhibition as visitors and residents enjoy the free and family-friendly event. We are also planning a business summit where we will showcase some key industry success stories.

With an expected £184m economic boost to the region, the Great Exhibition is set to inspire, engage and benefit entire communities. As well as driving huge economic impact in NewcastleGateshead and beyond, the event will forge valuable long-term links with other cities in the North of England.

3 million people

The Great Exhibition of the North aims to reach three million people when it takes place, between 22 June and 9 September 2018.

£184m

Is the expected economic impact of the Great Exhibition of the North on the region and the wider North.



“NGI Solutions has used its first three years to develop strong foundations and establish itself as a successful standalone business, offering insight-led research, marketing, digital and PR services to businesses nationwide.”

James Ealey, Director, NGI Solutions

NGI Solutions continues to grow

Our research, marketing, digital and PR agency is now well established and delivering work for clients across a range of sectors.

Our team of media, marketing, PR and research specialists has a strong track record, delivering excellent work for NewcastleGateshead as well as our partners across the region. Set up in 2014, NGI Solutions’ aim was to generate a new source of funding for NewcastleGateshead Initiative’s core work, by repackaging our team’s existing knowledge and skills into a commercial agency format.

NGI Solutions offers insight-led research, marketing, digital and PR services to businesses nationwide. Our team works closely with our clients on research and analysis to provide the insights they need to make key business decisions, and then apply these to their marketing, website, digital and social media activity to deliver results.



We help our clients show off what they do best. Our economic impact work for Wild in Art and St Oswald’s Hospice found that the Great North Snowdogs boosted the region’s economy by £16.5m.

Source: NGI Solutions, 2017

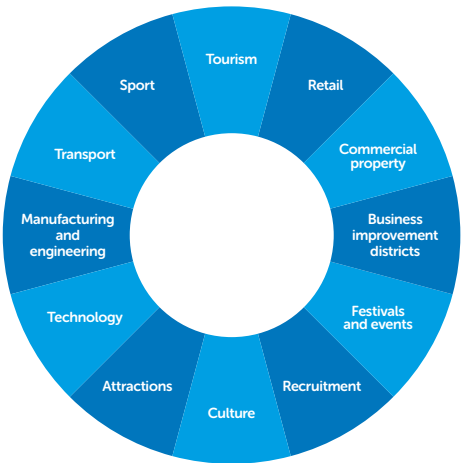
NGI Solutions is a success, both for NewcastleGateshead Initiative and for the region.

In 2017, NGI Solutions delivered work for clients across a range of sectors including retail, commercial property, recruitment and sport, as well as existing specialist areas like transport, tourism and attractions. New client wins have included Leeds BID, Newcastle United Football Club, intu Eldon Square, Eleven Arches (the creators of Kynren), FiveThree7 Recruitment and Carillion. As well as local heavyweights, NGI Solutions has picked up clients nationwide, with 25% of its work based outside the region.

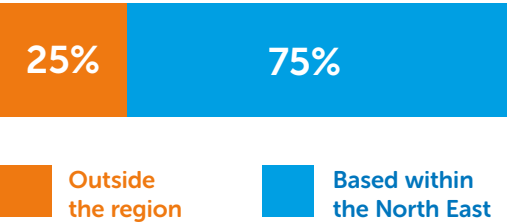
NGI Solutions is set to generate over £450k revenue in financial year 2017/18, and has ambitious plans to build on its success to date and evolve its offering to attract an even broader base of high-profile clients from across the UK. NGI Solutions allows NewcastleGateshead Initiative to continue to support the region’s economic growth now and in the future.



Which sectors do we work in?



Where are our clients based?

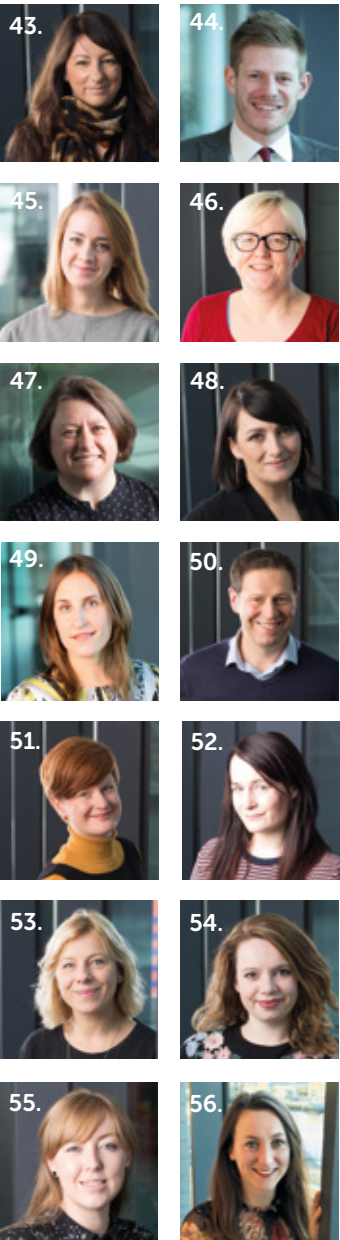


“Typically, clients come to us when they’re worried they don’t have accurate data to make business decisions, dissatisfied with the performance of their website or social media, or concerned they’re getting limited results from their marketing resources.”

James Ealey, Director, NGI Solutions

Meet the Team

0191 440 5720 ngi.org.uk @NGinitiative



- Chief Executive**

01. Sarah Stewart

Central Services

02. Cath Hindle
Head of Operations & Tourism

03. Jonathan Gilroy
Destination Manager

04. Dianne Coaten
Head of Finance

05. Dezra Riley
Finance Manager

06. Wai-Shung Wong
Finance Assistant

07. Anne Howes
Senior Office Manager

08. Joy Sanders
Partnership & Events Executive

09. Cariad Holmes
Partnership & Events Executive

10. Anna Moroney
Partnership Development Executive

11. Sarah Lawrence
Administration & Events Assistant

12. Josh Allison
Administration & Events Apprentice
- Culture**

17. Vikki Leaney
Senior Festivals & Events Manager

18. Bob Allan
Programme Development Executive

19. Ryan Watson
Culture Team Assistant

20. Chris Batstone
Artistic Director, Juice Festival

21. Helen Ferguson
Juice Festival Programme Manager

Marketing & Communications

22. Kathie Wilcox
Marketing & Communications Director

23. Becky Madeley
Senior Marketing Manager

24. Marc Burns
Digital Marketing Manager

25. Shelley Armstrong
Media & PR Manager

26. David Brookbanks
Media & PR Manager

27. Finlay Magowan
Media & PR Manager

28. Jessica Dare
Media & PR Executive

29. Shelley Johnson
Marketing Manager

30. Deb Bell
Marketing Manager

31. Michele McCallion
Marketing Manager

32. Rebecca Patterson
Marketing & Communications Manager

33. Ali Brown
Marketing & Communications Executive

34. David Langham
Marketing & Communications Executive

35. Hannah Lambert
Digital Marketing Executive

36. Molly Schofield
Web Design Executive
- Convention Bureau**

37. Paul Szomorou
Head of Business Events

38. Caroline Reed
Conference Development Manager

39. Julie Rastelletti
Business Events Manager

40. Carly Ivers
Business Events Assistant

Inward Investment

41. Catherine Walker
Inward Investment Director

42. Ciara Small
Senior Investment Manager

43. Nicola Reid
Key Account Manager

44. Matt Bratton
Senior Inward Investment Executive

45. Karolina Osmak
Business Support Assistant

Great Exhibition of the North

46. Carol Bell
Executive Director

47. Maria Bota
Creative Producer

48. Marian Chapman
Technical Producer

49. Laura Hunter
Assistant Producer

50. Steve Blanks
Digital Champion

51. Laura Partridge
Innovation Champion

52. Jo Thornton
Development Manager

53. Sophie Hardwick
Senior Project Manager

54. Lucy Tetley
Schools / YP Engagement Manager

55. Amy Orr
Volunteer Engagement Manager

56. Ellie Geddes
Stakeholder Engagement Manager

Get in touch

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“Everything we do is driven towards delivering economic benefit; partnerships underpin every aspect of our work to achieve this.”

Sarah Stewart, Chief Executive



Our partners drive our success

NewcastleGateshead Initiative is, and always has been, a public-private partnership. As such, we owe much of our ongoing success to the support of the partner organisations who share our goal of driving economic growth within the region.

Our partner businesses are central to our work, both through their support of our initiatives and through their individual contributions as ambassadors for the region, inspiring people to visit, and to live, learn, work and invest in NewcastleGateshead.

We were particularly pleased to have the opportunity to meet many of our partners in 2017 via our business events at Northern Stage, County Hotel, Newcastle Falcons, Newcastle University King's Hall and Newcastle United Football Club, as well as our social events at Macdonald Linden Hall and Dobson & Parnell. Many thanks to everybody who attended these events, as well as to the businesses who very kindly hosted them.

At the end of 2017, partnership levels are the highest they have ever been, with 177 partners on board, and we're delighted and very grateful to have the support of such a diverse and dedicated range of organisations. cities in the North of England.

“Being a partner of NewcastleGateshead Initiative is more than value for money. For our business it is essential. NGI's work - from destination marketing to events promotion and management, and the coordination of the public and private sector in inward investment - is a valuable resource to many aspects of our business. They are a highly proactive and professional organisation and we are very happy to be part of it.”

Adam Serfontein, Managing Director, The Hanro Group

We're very pleased to have welcomed the following new partners in 2017:

Gold Partner

Ubisoft

Silver Partners

Kier Property Developments Ltd

Naylor Properties (Northern) Ltd

NBS – National Building Specification

O'Brien Waste Recycling Solutions

Oasis Aquila Housing

PwC

Quorum Business Park

Rettig UK Ltd

Technip Umbilicals Ltd

Bronze Partners

Big Purple Productions

City Breaks in Newcastle

Colonel Porter's Emporium

Dobson & Parnell

Dream Apartments Newcastle

House of Objects

Jesmond Dene House

Maldron Hotel Newcastle

Mr Mulligan's Adventure Space Golf / Adventure Leisure

North of England Institute of Mining & Mechanical Engineers

November Club

River Beat

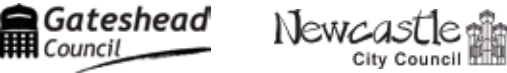
Rothbury Travel Group

Staybridge Suites

The Townhouse

Week2Week

We are delighted with the continued support of our two local authority partners.



We'd like to take this opportunity to thank all our partners for their support and contributions in 2017. We look forward to working closely with all of you in the future to drive even greater benefits for our organisations and the region as a whole.

Chair

John Marshall

Board directors

Nicole Atkin, Newcastle United Football Club
Emily Cox, Virgin Money
Helen Dalby, Trinity Mirror North East
Professor Richard Davies, Newcastle University
Judith Doyle, Gateshead College
Colin Hewitt, Ward Hadaway Solicitors
Louise Hunter, Northumbrian Water
Tony Lewin, Newcastle College
Bill MacLeod, PwC
Graeme Mason, Newcastle International Airport
Sheena Ramsey, Gateshead Council
Pat Ritchie, Newcastle City Council
Kevin Robertson, Womble Bond Dickinson
Michael Spriggs, Invest Newcastle Advisory Board
Phil Steele, intu Eldon Square
Giselle Stewart OBE, Ubisoft
Mark Thompson, Ryder Architecture Ltd
Professor Andrew Wathey CBE, Northumbria University
Susan Wear, Port of Tyne

Observers

Andrew Fox representing North East Hotels Association
Maggie Pavlou representing North East England
Chamber of Commerce
Adam Serfontein representing Newcastle NE1 Limited
Jane Tarr representing Arts Council England, North East

Company secretary

Robin Earl

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Acknowledgements

Photography: Chris Auld, Richard Kenworthy, kgphotography.co.uk,
Newcastle United Football Club, ncjMedia, North News, Space Group,
St Oswald's Hospice, VisitEngland, Simon Wilkinson and the RFL.