**NewcastleGateshead Initiative**

**Background Information**

NewcastleGateshead Initiative is the destination marketing and management agency for NewcastleGateshead.

Our Mission:

* To inspire people to visit and to live, learn, work and invest in and around NewcastleGateshead.

Our Aim:

* To focus all of our activity on economic growth. Our aim is to change perceptions and create positive profile in order to attract visitors, major conferences and events, students, new investment and create jobs in NewcastleGateshead.

Our Role:

Our primary focus is on the following core areas of work:

* Leisure tourism: promoting NewcastleGateshead nationally and internationally as a leading city break destination.
* Business tourism: working with our partners to attract high quality conferences and events to the region and promote NewcastleGateshead as a leading UK conference destination.
* Business winning: promoting Newcastle to potential investors (working in partnership with Newcastle City Council, the North East Combined Authority and private sector), to attract new businesses and create jobs in the region.
* Destination management and visitor experience: leading the development and delivery of the Destination Management Plan and deliver an innovative visitor information service.
* Festivals and events: to develop and deliver distinctive festivals and events to attract visitors and engage local audiences.
* Student city: working with our universities and colleges to promote NewcastleGateshead as the UKs best student city.
* NGI Solutions: to identify projects and generate additional commercial income to support our core areas of work.

Our Values:

Our personality and the attitude we adopt to deliver our strategic priorities and business goals.

* Creative: in all that we do as well as in our approach to challenges and opportunities.
* Positive: relentlessly proactive and enthusiastic with a ‘can do attitude’.
* Committed: a professional and dedicated team delivering high quality work.
* Collaborative: keen to share, shape and deliver in partnership.
* Enterprising: innovative and commercially-minded.
* Champions: for NewcastleGateshead and wider North East region.

Office Hours:

* We are currently located on the 9th Floor, Baltic Place East, South Shore Road, Gateshead, NE8 3AE. Our office hours are 9am – 5.30pm Monday to Thursday and 9am - 5pm Friday.

Holidays:

* NGI staff are entitled to 25 days annual leave per annum, rising by 1 day a year to a maximum of 27 days. The annual leave year runs from 1 April to 31 March.

Pension:

* NGI offers to match the employee’s contribution to a company pension scheme of up to 6% of salary.