



NewcastleGateshead
Initiative

WELCOME

Partner Update
Meeting

3 November
2016



@NGinitiative

north east
england



NewcastleGateshead
Initiative

SARAH STEWART

Welcome



@NGinitiative

north east
england



NewcastleGateshead
Initiative

ANDREW FOX

Boiler Shop,
Stephenson
Works



@NGinitiative

north east
england





NewcastleGateshead
Initiative

SARAH STEWART

Update



@NGinitiative

north east
england

New bronze partners



UBER



@NGinitiative

north east
england

New and upgraded silver partners

CUNDALL



REECE GROUP
LIMITED

accenture
High performance. Delivered.

mkodo

NIRVANA



@NGinitiative

north east
england

Agenda

- Welcome to the Boiler Shop, Stephenson Works – Andrew Fox.
- Update on NewcastleGateshead Initiative activities – Sarah Stewart.
- World Transplant Games 2019 – Graham Wylie.
- Great Exhibition of the North 2018 – NewcastleGateshead bid team.
- Q&A.



Leisure marketing

The *Tyne* is now.



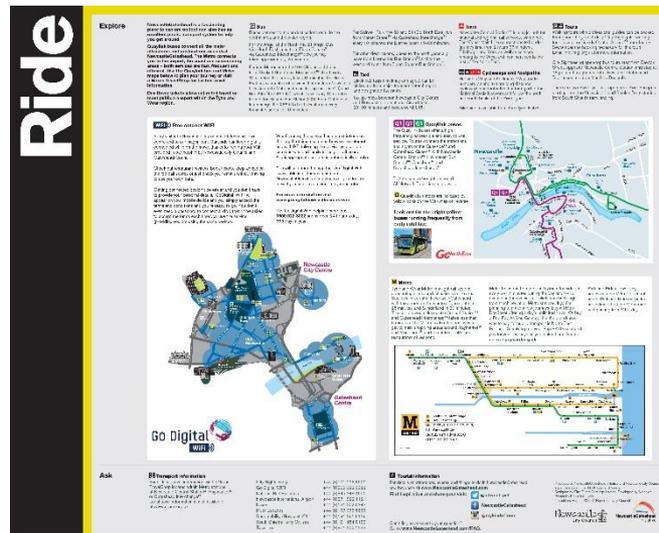
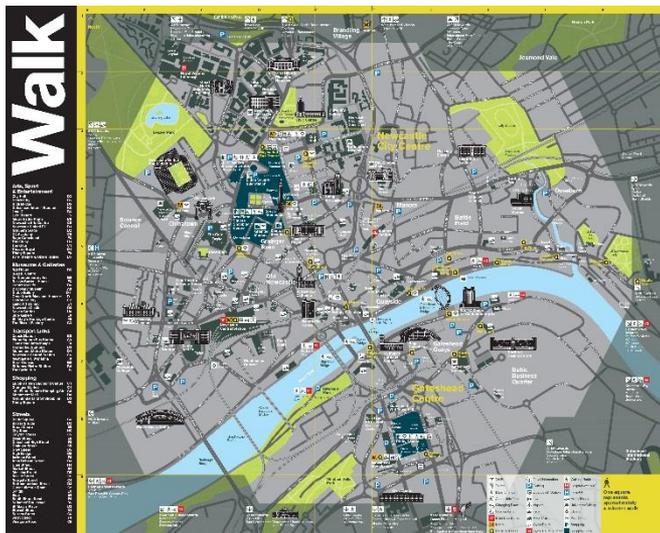
@NGinitiative

north east
england



NewcastleGateshead
Initiative

Visitor information



New Walk /
Ride map
featuring Go
Digital WiFi
coverage



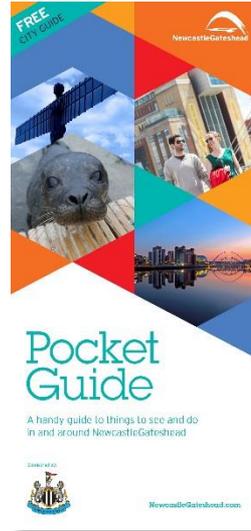
@NGInitiative

north east
england

Visitor information



New visitor information stand,
into Eldon Square



New NewcastleGateshead pocket
Guide, sponsored by Newcastle
United



@NGInitiative

north east
england

JUICE FESTIVAL



ART / DANCE / THEATRE
FILM / HIP-HOP AND MORE!



A FESTIVAL FOR FAMILIES AND UNDER-25S

21 - 29 OCTOBER 2016

 juicefestivalNG  @juicefestival  juicefestival

Tickets & Information at juicefestival.co.uk



A large, multi-towered castle is illuminated with vibrant, multi-colored lights at night. The central tower is lit with purple and blue, while the right tower is lit with yellow and green. The base of the castle is lit with blue and green. The background shows dark trees and a night sky.

ENCHANTED PARKS

ENCHANTED PARKS
6 – 11 DECEMBER 2016



**NEW YEAR'S EVE WINTER CARNIVAL PARADE
31 DECEMBER 2016**



**NEW YEAR'S EVE MIDNIGHT FIREWORKS
31 DECEMBER 2016**

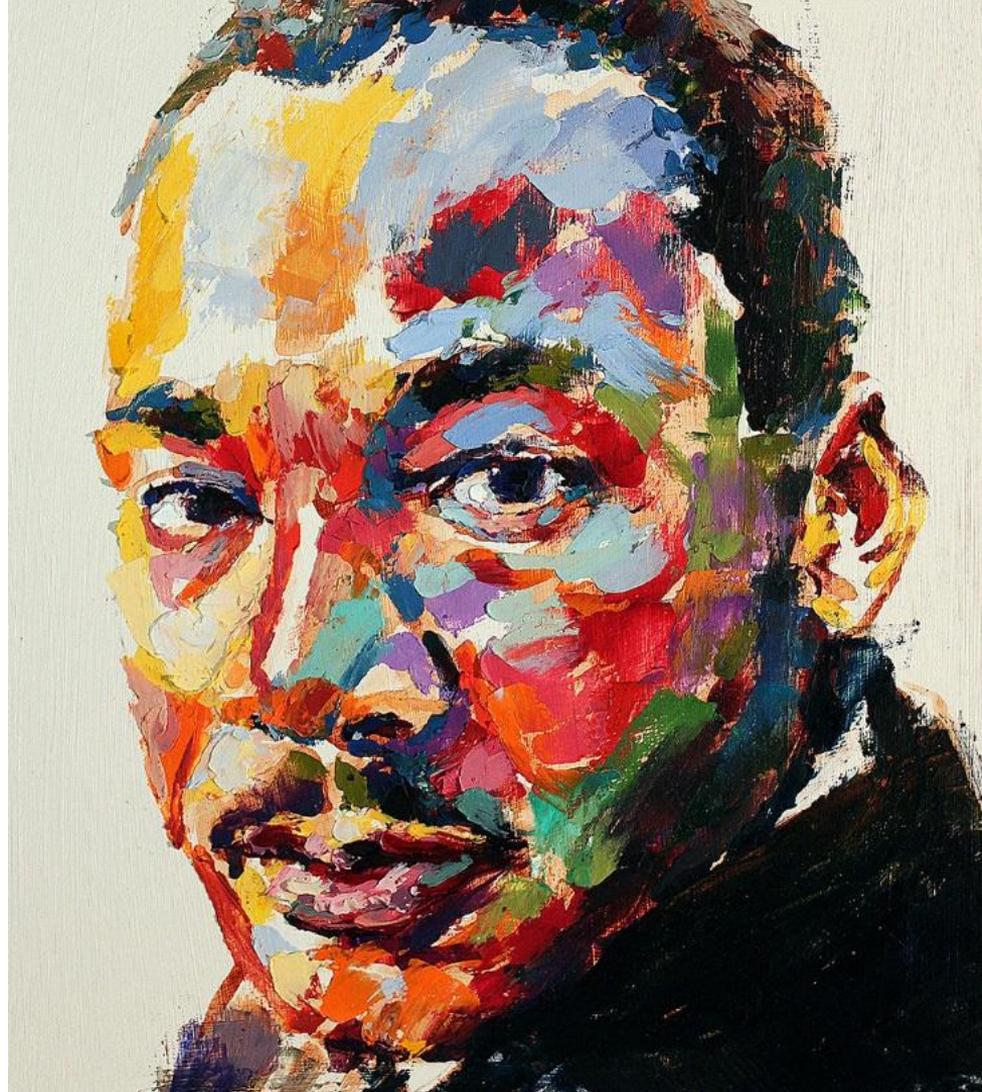


MAGIC WEEKEND, ST JAMES' PARK
20 – 21 MAY 2017



Freedom City 2017

A partnership between
Newcastle University, Northern
Roots and NewcastleGateshead
Initiative



Recent conferences held here

BAM2016

6-8 SEPTEMBER | NEWCASTLE UNIVERSITY

Thriving in Turbulent Times

BAM British Academy
of Management



**Newcastle
University**
Business School



@NGinitiative

north east
england

Recent conferences held here



Recent bid wins

Association for the Study
of Medical Education,
Sage Gateshead
July 2018

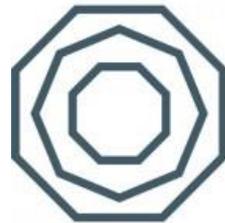


British Sociological Association,
Northumbria University
April 2018



BIM Show Live 2017

BIMSHOWLIVE



Space
Group



@NGinitiative

north east
england

Major new investments



CONVERGYS



amicus its



MIPIM 2017



Arch



CUNDALL



THE HANRO GROUP

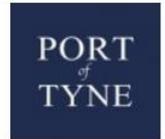


Space
Group

UK
LAND ESTATES



Highbridge Properties



QUORUM
BUSINESS PARK

Ryder

SamuelPhillips
LAW FIRM
...we've got it covered

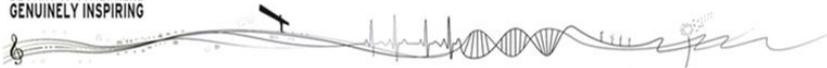


Naylor's
Commercial Property People



silverstone
Building Surveyors & Project Managers

BE PART OF SOMEWHERE
GENUINELY INSPIRING



north east
england

No.10 presentation



NGI Solutions marketing and PR projects



NGI Solutions research projects

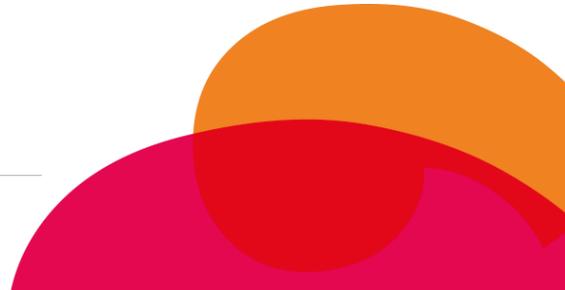


WARWICK BUSINESS SCHOOL
THE UNIVERSITY OF WARWICK

Fenwick



Leeds
CITY COUNCIL





NewcastleGateshead
Initiative

GRAHAM WYLIE

Chair of LOC for
World Transplant
Games 2019



@NGInitiative

north east
england

World Transplant Games 2019

17 – 24 August

graham.wylie@closehouse.co.uk



TRANSPLANT
SPOR↑



Newcastle
City Council

Gateshead
Council

Newcastle
University

northumbria
UNIVERSITY NEWCASTLE

The Newcastle upon Tyne Hospitals NHS Foundation Trust

CLOSE HOUSE

mls



Organ donor register: organdonation.nhs.uk

Statistics



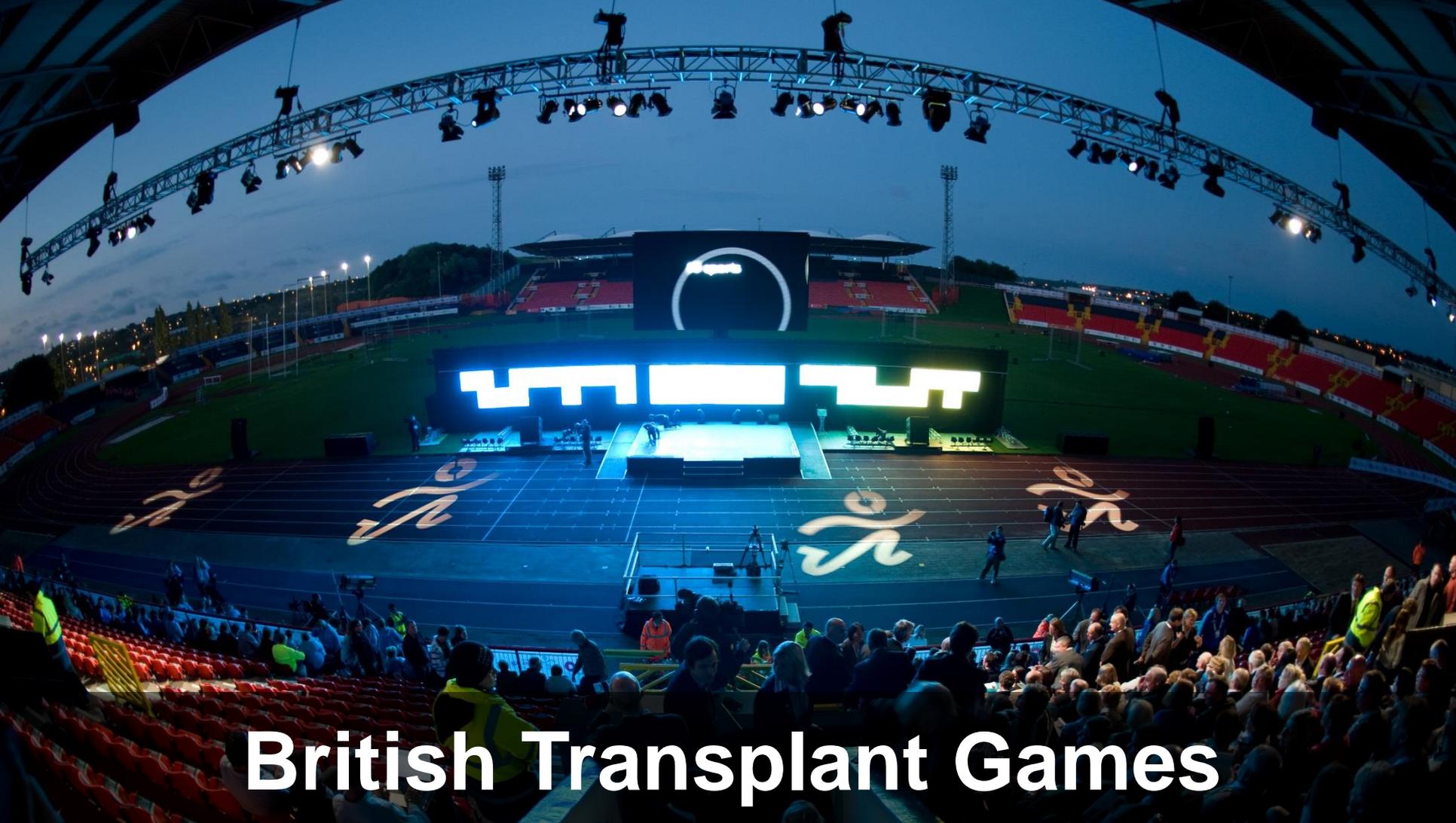


#BecomeADonor

Why me?



Games content



British Transplant Games

World Transplant Games 2019



TRANSPLANT
SPOR↑



Newcastle
City Council

Gateshead
Council

Newcastle
University

northumbria
UNIVERSITY NEWCASTLE

The Newcastle upon Tyne Hospitals NHS Foundation Trust

CLOSE HOUSE

mls



CLOSE HOUSE

BRITISH MASTERS

OFFICIAL VENUE 2017

28 SEPTEMBER - 1 OCTOBER 2017



CLOSE HOUSE, HEDDON ON THE WALL, NEWCASTLE UPON TYNE, NE15 0HT
01661 852255 - ENQUIRIES@CLOSEHOUSE.CO.UK

Thank you

graham.wylie@closehouse.co.uk



TRANSPLANT
SPOR↑



Newcastle
City Council

Gateshead
Council

Newcastle
University

northumbria
UNIVERSITY NEWCASTLE

The Newcastle upon Tyne Hospitals
NHS Foundation Trust

CLOSE HOUSE

mls



NewcastleGateshead
Initiative

SARAH STEWART

Chief Executive



@NGinitiative

north east
england

GREAT Exhibition of the North 2018

NewcastleGateshead



SARAH STEWART
Chief Executive



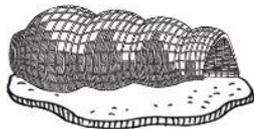
CAROL BELL
Culture & Major
Events Director



IAIN WATSON
Director
Tyne & Wear
Archives & Museums



ABIGAIL POGSON
Managing Director
Sage Gateshead



ROY SANDBACH
Director
National Centre for
Ageing Science & Innovation
Newcastle University



SARAH MUNRO
Director
BALTIC Centre for
Contemporary Art



A virtual NewcastleGateshead



GREAT VENUE

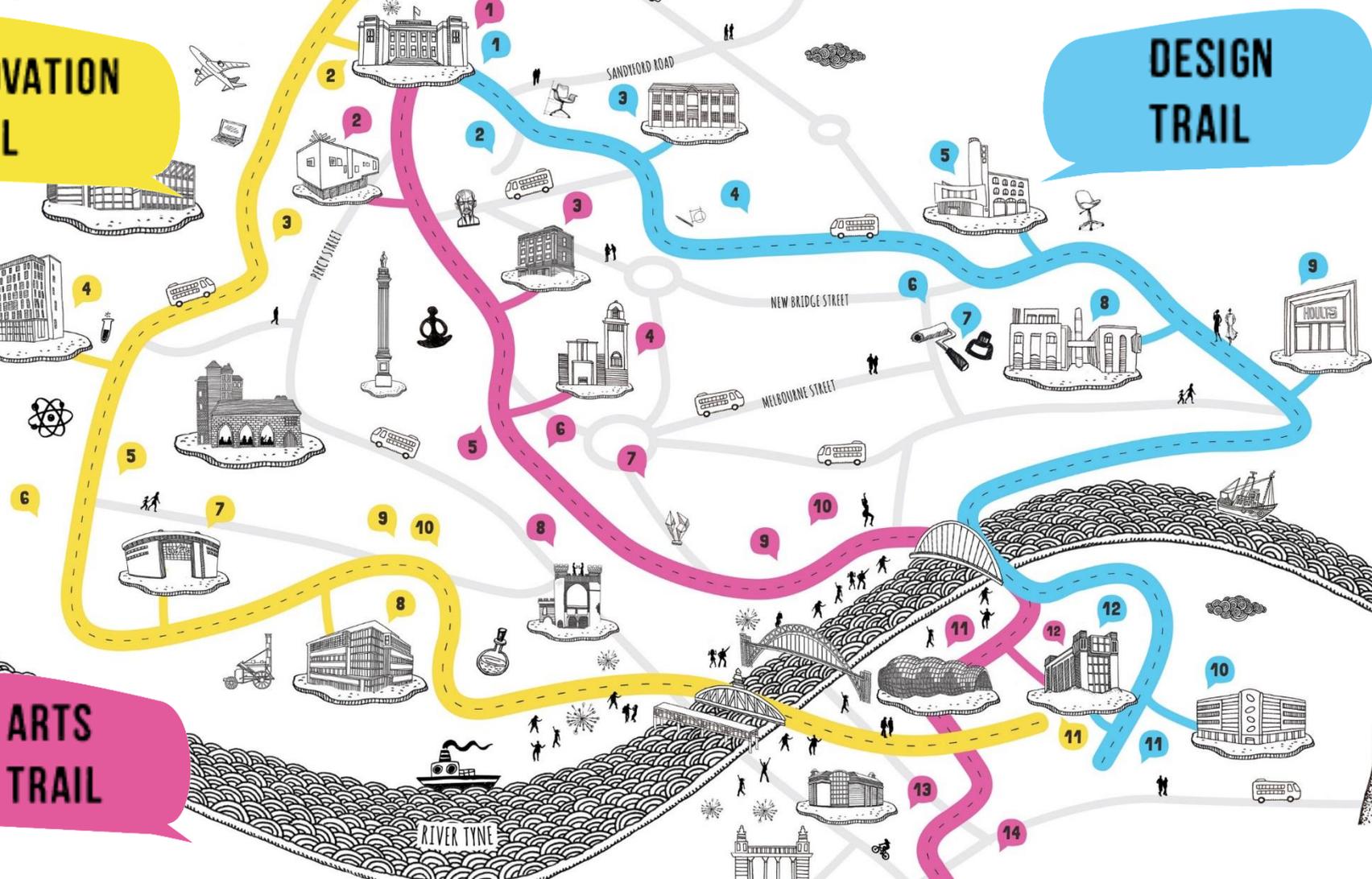
THE CITY IS OUR STAGE

35 VENUES
40,000 CAPACITY
3 WALKING TRAILS

NewcastleGateshead Bridges Festival, 2012

INNOVATION TRAIL

DESIGN TRAIL



ARTS TRAIL

GREAT DESTINATION

STUNNING URBAN LANDSCAPE
THAT WILL SURPRISE AND DELIGHT

NewcastleGateshead Quayside





 **85**

DIRECT FLIGHTS TO
GLOBAL DESTINATIONS



DAILY PASSENGER
FERRY TO
AMSTERDAM

40 

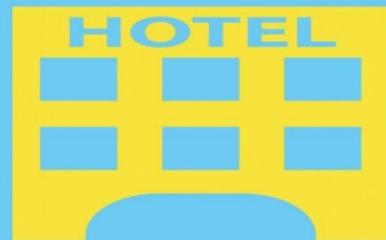
HIGH SPEED TRAINS A DAY
TO LONDON AND EDINBURGH



GREAT ROAD NETWORK

9,750

CITY CENTRE BEDROOMS



FAST AND FREQUENT
LIGHT RAILWAY SYSTEM



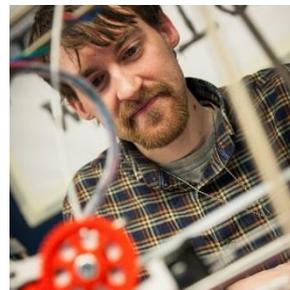
Bamburgh Castle and Northumberland coastline

GREAT ARTISTIC VISION

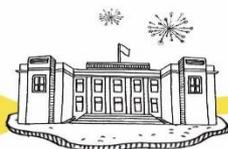
**LIFE CHANGING IDEAS AND
PRODUCTS FROM THE NORTH
SHAPING THE WORLD IN
WHICH WE LIVE**



Venues and content



INNOVATION
ROUTE



GREAT NORTH MUSEUM



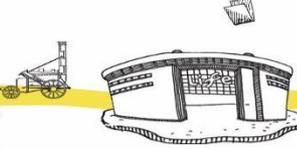
NEWCASTLE UNIVERSITY



SCIENCE CENTRAL



DISCOVERY MUSEUM



CENTRE FOR LIFE



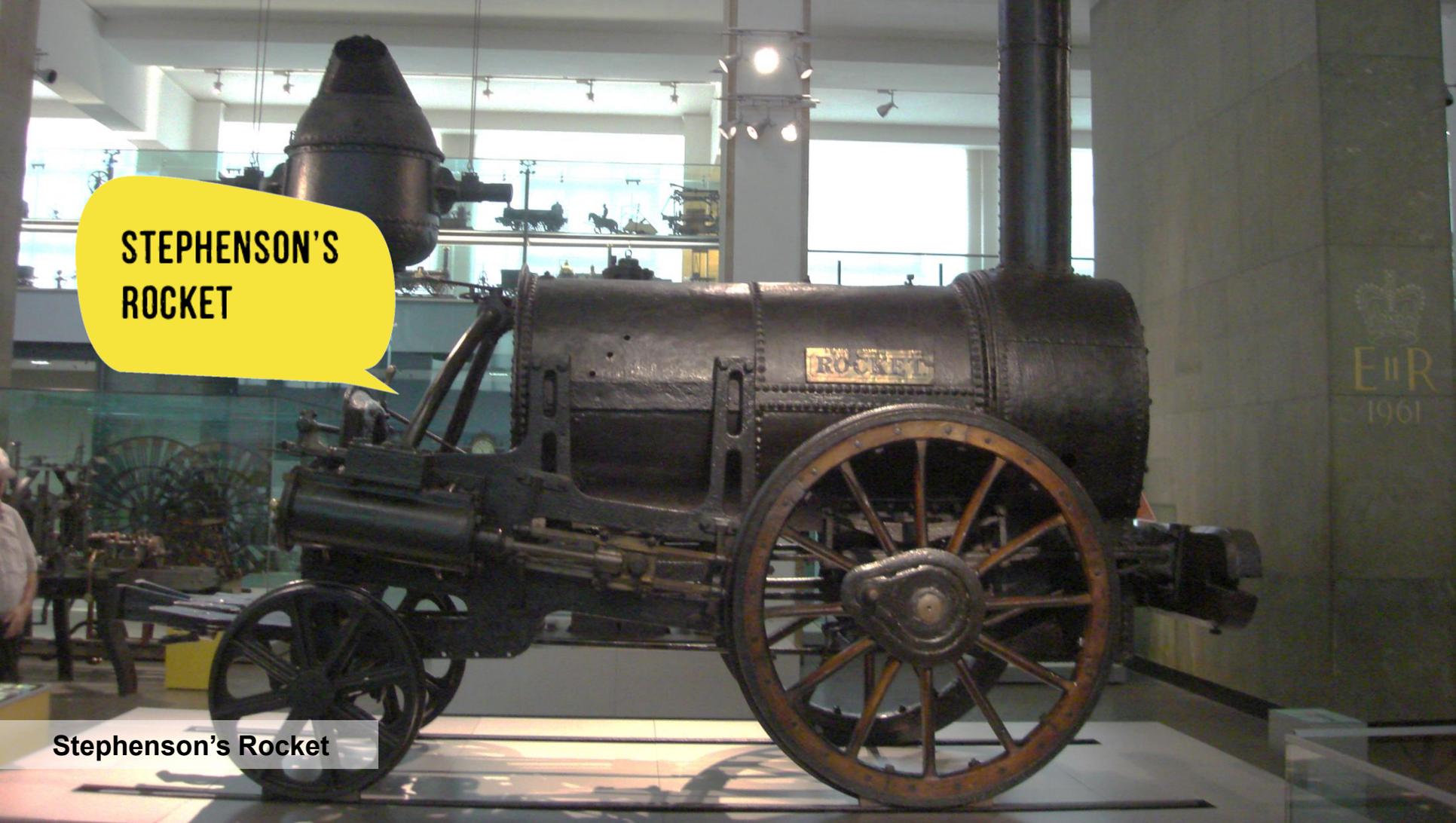
BALTIC



Lowlands

**GREAT NORTH
MUSEUM: HANGCOCK**

GEN Hub at Great North Museum: Hancock

A black and white photograph of the Stephenson's Rocket steam locomotive, a historic artifact displayed in a museum. The locomotive is shown in profile, facing right. It features a large horizontal boiler, a tall smokestack at the rear, and large spoked wheels. The word "ROCKET" is visible on the side of the boiler. The background shows a museum interior with other exhibits and a glass railing.

**STEPHENSON'S
ROCKET**

Stephenson's Rocket

E II R
1061

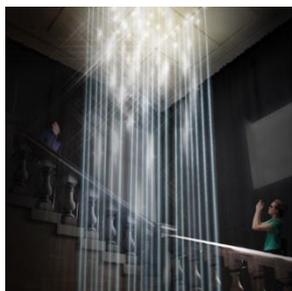


BALTIC Centre for Contemporary Art and Sage Gateshead



SummerTyne Americana Festival, Sage Gateshead

Telling the story



DESIGN
ROUTE



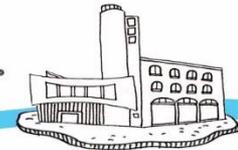
GREAT NORTH MUSEUM



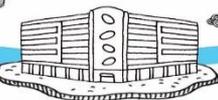
NORTHUMBRIA UNIVERSITY



BISCUIT FACTORY



SEVEN STORIES



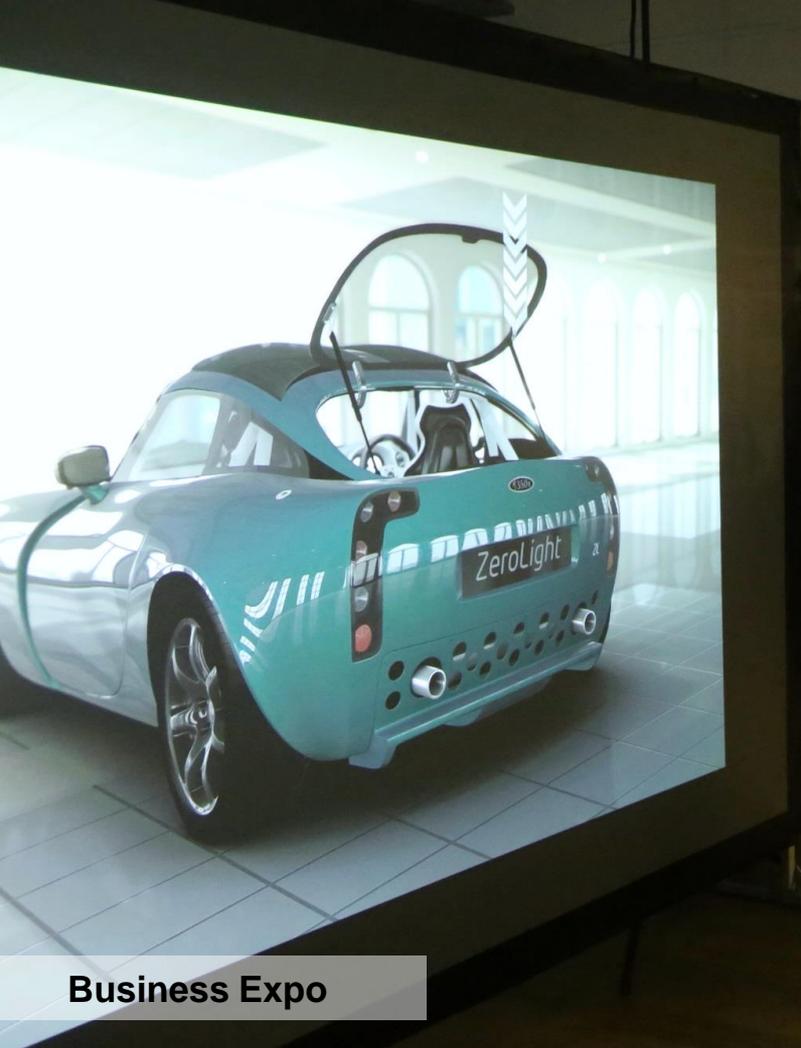
NORTHERN DESIGN CENTRE



BALTIC



Great North Run Millionth Finisher, 2014



Business Expo



Summer Camp, Exhibition Park

GREAT INSPIRATION

A photograph capturing a moment from a parade. In the center, a man is dressed in a traditional Native American costume, featuring a dark headdress with prominent yellow feathers and a bright red fabric element. He has a focused expression. To his left, an older woman with short, curly white hair and glasses, wearing a maroon shirt, is looking towards him. The background is slightly blurred, showing other people in similar costumes, suggesting a festive outdoor event.

**REACHING AND ENGAGING
MULTIPLE AUDIENCES**

New Year's Eve Winter Carnival Parade

Reaching and engaging multiple audiences



ARTS ROUTE



GREAT COLLABORATION

**UNITING CONTRIBUTORS
FROM ACROSS THE NORTH
AND BEYOND**

VAMOS! Festival, 2016

Collaborations across the North



PILGRIM STREET & NEW BRIDGE STUDIOS

TYNESIDE CINEMA

LAING ART GALLERY

SAGE GATESHEAD

NORTHERN STAGE

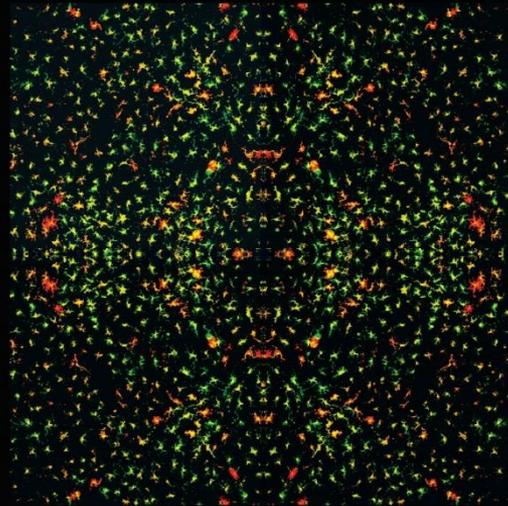
GREAT NORTH MUSEUM

ARTS ROUTE

INSIDE SKIN

conversations between art and science

*If you were counting,
Jane would be made of a hundred trillion cells.
An impossible number of os.
Examine a smudge of her under a microscope
and it's like looking at the stars*



*There are 800 Langerhans cells per mm² skin.
These cells interdigitate (holding hands) in the
skin forming our first immune surveillance network*

6 - 9 September 2016

Exhibition Hall 3, Great North Museum: Hancock
Barras Bridge Newcastle upon Tyne NE2 4PT

Invitation to the official opening and drinks reception

Monday 5 September 4-6pm



RSVP by Friday 19 August email FMS.Engagement@newcastle.ac.uk or contact Helen Atkinson 0191 208 1287.



GREAT LEADERSHIP & TRACK RECORD

**A WORLD-CLASS DELIVERY TEAM,
AMBASSADORS AND CHAMPIONS**

Angel of the North



Our creative leaders



ABIGAIL POGSON
Managing Director
Sage Gateshead



CAROL BELL
Culture & Major
Events Director



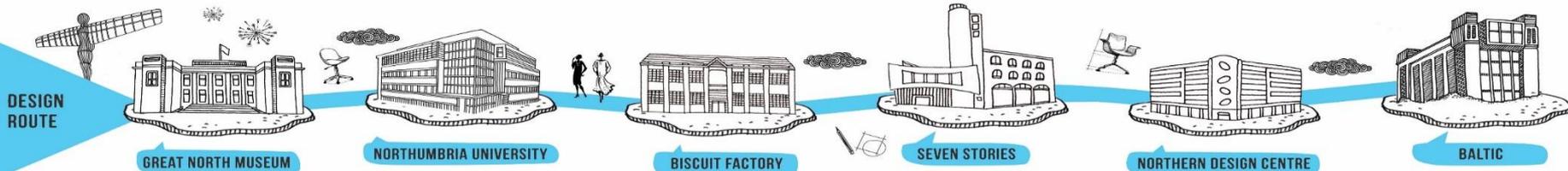
CAROLINE MCDONALD
Museum Manager
Great North Museum: Hancock



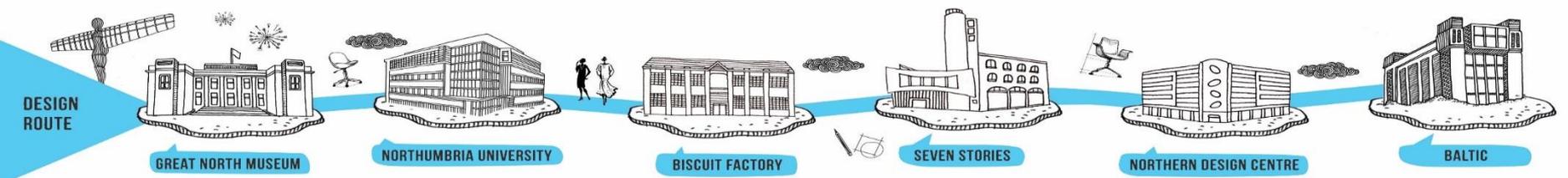
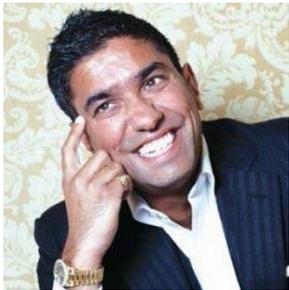
IAIN WATSON
Director
Tyne & Wear
Archives & Museums



SARAH MUNRO
Director
BALTIC Centre for
Contemporary Art



Our ambassadors





Spencer Tunick, 2005



BALTIC
TATE
TURNER PRIZE
2011

BALTIC
Centre for Contemporary Art

BALTIC
TATE
TURNER PRIZE
2011
Sponsored by
NOKIA
TATE

Turner Prize at BALTIC Centre for Contemporary Art, 2011



Rugby World Cup 2015 – Host City

GREAT SHOWCASE

**HIGHLIGHTING THE POWER
& POTENTIAL OF THE
NORTHERN POWERHOUSE**



GREAT
EXHIBITION
OF THE NORTH

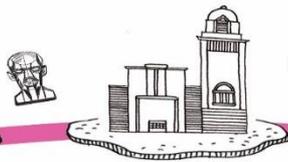
Sector strengths across the North



PILGRIM STREET & NEW BRIDGE STUDIOS



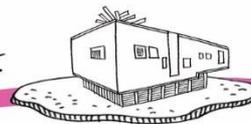
TYNESIDE CINEMA



LAING ART GALLERY



SAGE GATESHEAD



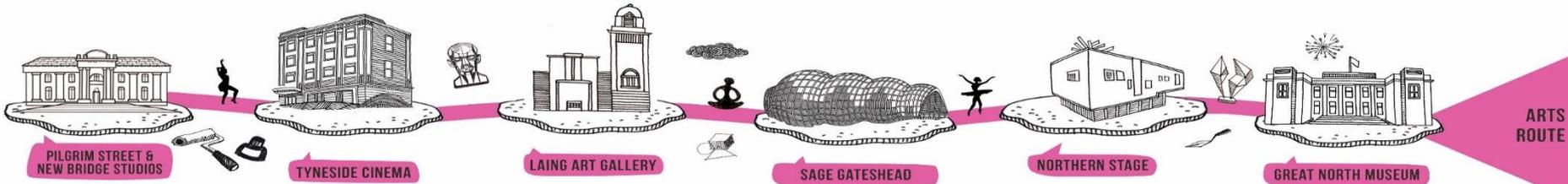
NORTHERN STAGE



GREAT NORTH MUSEUM

ARTS
ROUTE

Three national centres of excellence – ageing, energy, smart data



PILGRIM STREET & NEW BRIDGE STUDIOS

TYNESIDE CINEMA

LAING ART GALLERY

SAGE GATESHEAD

NORTHERN STAGE

GREAT NORTH MUSEUM

ARTS ROUTE

GREAT IMPACT

**LIGHTING THE SPARK
THAT GENERATES LONG
TERM LEGACY**

Gateshead Millennium Bridge



3 MILLION
ESTIMATED AUDIENCE



TALL SHIPS 2005
1.5M VISITORS
OVER FOUR DAYS



£184M
ECONOMIC IMPACT
(GVA £56M)

4.7M DAY & OVERNIGHT
VISITORS
SUMMER 2015

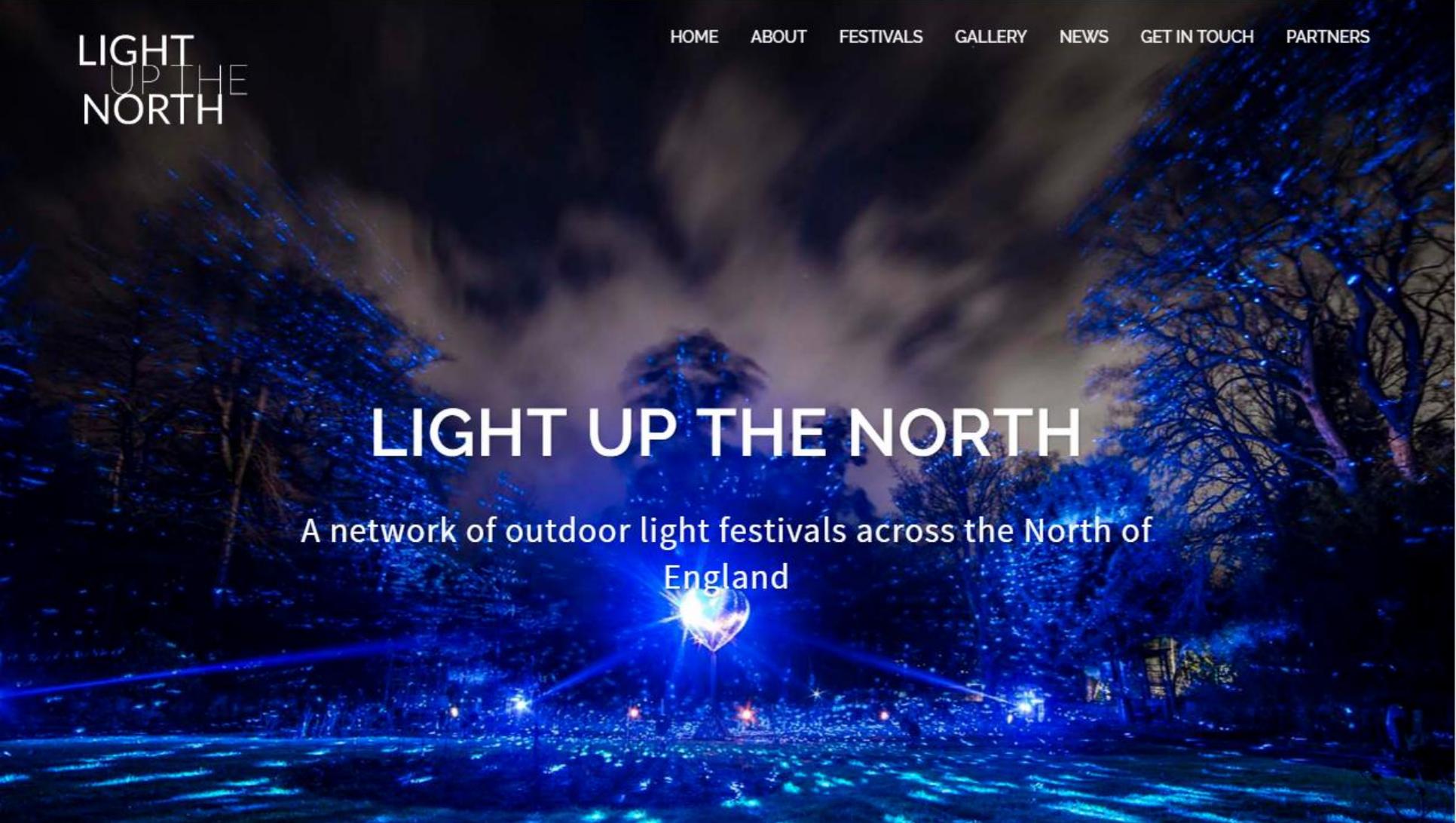


50,000 NEWCASTLE UNITED
FANS EVERY MATCHDAY



LIGHT UP THE NORTH

A network of outdoor light festivals across the North of
England



Raising aspirations and attainment



INNOVATION
ROUTE



GREAT NORTH MUSEUM



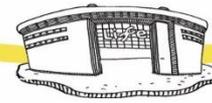
NEWCASTLE UNIVERSITY



SCIENCE CENTRAL



DISCOVERY MUSEUM



CENTRE FOR LIFE



BALTIC

A large, diverse crowd of people, including men and women of various ages and ethnicities, are shown cheering and raising their fists in excitement. The scene is filled with energy and enthusiasm. In the top left corner, the text 'GREAT SUPPORT' is displayed in white on a red background. In the bottom left corner, the text 'Partners and business support' is displayed in white on a grey background. A pink speech bubble in the lower right contains the text 'ENTIRE REGION ENGAGED AND ENTHUSED BY OUR BID' in black.

GREAT SUPPORT

**ENTIRE REGION ENGAGED
AND ENTHUSED BY OUR BID**

Partners and business support

Great local support



THUNDERCLAP CASE STUDIES START A THUNDERCLAP

#GreatNorthExpo2018

by NewcastleGateshead category: Event

"We're backing #NewcastleGateshead's bid to host #GreatNorthExpo2018. RT to show your support <http://thndr.me/Vv7g8a>"

SUPPORTERS
399 of 250
100% of goal supported

SOCIAL REACH
1,225,928
People

TIME LEFT
Complete
Ends Sep 07, 8:30 AM EST

NewcastleGateshead FOLLOW THIS ORGANIZER EMBED

Retweeted 114 times

Newcastle United FC @NUFC · Sep 7
We're backing #NewcastleGateshead's bid to host #GreatNorthExpo2018. RT to show your support thndr.me/sJtavz

114 77

The Chronicle
chroniclelive.co.uk Wednesday, September 7, 2016

LET'S SHOW THEM HOW GREAT WE CAN BE

GREAT NORTH RUN ULTIMATE GUIDE

The 86-minute burglary

Where now for the devo deal?

Quinn: Why right for Toon

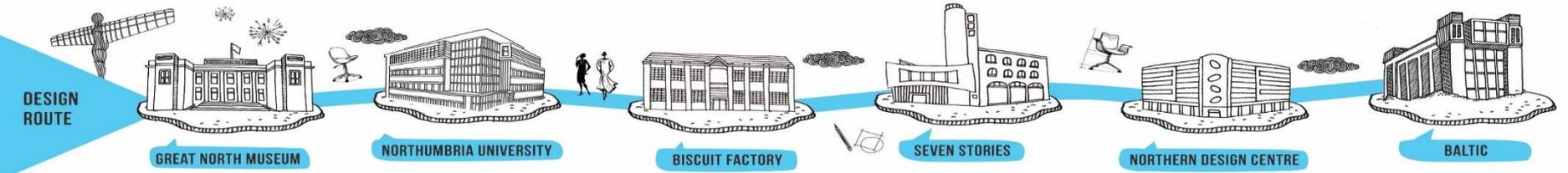
Daryl

Exhibition judges arrive on Tyneside today

Experience a White Christmas at Marco Pierre White Steakhouse Bar & Grill from just £26.50 per person
2-8 Fenwick Street, Newcastle upon Tyne NE1 5JU
0191 300 9222 | www.mpwrestaurants.com

THANK YOU

Q & A



Q&A

- Sarah Stewart, NewcastleGateshead Initiative.
- Carol Bell, NewcastleGateshead Initiative.
- Iain Watson, Tyne & Wear Archives & Museums.
- Sarah Munro, BALTIC Centre for Contemporary Art.
- Abigail Pogson, Sage Gateshead.
- Graham Wylie, LOC Chair for World Transplant Games 2019.



Thank you

- Iain Watson, Tyne & Wear Archives & Museums.
- Sarah Munro, BALTIC Centre for Contemporary Art.
- Abigail Pogson, Sage Gateshead.
- Graham Wylie, LOC Chair for World Transplant Games 2019.



Thank you

BOILER SHOP

STEPHENSON WORKS



hi-lights



@NGinitiative

north east
england



NewcastleGateshead
Initiative

THANK YOU



@NGinitiative

north east
england