



NewcastleGateshead
Initiative

WELCOME

NewcastleGateshead
Initiative AGM

1 December
2016



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#NGIAGM

north east
england



NewcastleGateshead
Initiative

SARAH STEWART
Chief Executive



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WELCOME TO OUR NEW AND UPGRADED PARTNERS



SILVER

CUNDALL



accenture
High performance. Delivered.

mkodo

REECE GROUP
LIMITED

NIRVANA

+ Converge

Deloitte.



Space
Group

MOTEL ONE



Manpower®

BRONZE

New Horizons®
Computer Learning Centers

THE
LAKES DISTILLERY
CUMBRIA

THE Botanist

WR WALTON
ROBINSON

PARKERS
EXECUTIVE CHAUFFEURS

RENTALS, TOURS, REPAIRS
Cullercoats
Bike & Kayak

UBER

THE DANIEL
FARM SHOP & TEAROOM



tourism
growth



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RUNNING ORDER



Opening address - Sarah Stewart, Chief Executive

Welcome to Gateshead College - Judith Doyle, Principal & CEO, Gateshead College

Cllr Martin Gannon, Leader, Gateshead Council

Cllr Nick Forbes, Leader, Newcastle City Council

Official AGM Business - Mark Thompson, Deputy Chair & Dianne Coaten, Head of Finance

Review of 2016 - Sarah Stewart, Chief Executive

Professor Richard Davies, Pro-Vice-Chancellor, Newcastle University

Martyn Henderson, Project Director for Great Exhibition of the North at DCMS

Closing address - John Marshall, New Chair

Singing performance from Verity Alderman, Gateshead College student



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JUDITH DOYLE

Principal and CEO,
Gateshead College



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Cllr MARTIN GANNON

Leader,
Gateshead Council



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Cllr NICK FORBES

Leader,
Newcastle City Council



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**MARK
THOMPSON**

Deputy Chair

DIANNE COATEN

Head of
Finance



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FINANCIAL SUMMARY

NewcastleGateshead Initiative (Group):

	2015/16 £k	2014/15 £k	+/-
Income	3,081	3,101	-20
Expenditure	3,064	3,196	-132
Surplus / deficit	16	-95	
Reserves	311	295	

AGM BUSINESS

The meeting is asked to note the resignation
of the following directors:

Paul Callaghan, The Leighton Group

Ken Ellington, Copthorne Hotel, Newcastle

John Marshall, Bond Dickinson (resigned in June 2016 prior to
appointment as chair)

Tim Pain, Sunderland University

Jane Robinson, Gateshead Council



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AGM BUSINESS

Voting partners are asked to approve resolutions to
appoint the following as new directors:

John Marshall, New Chair
Kevin Robertson, Bond Dickinson

AGM BUSINESS

Voting partners are asked to approve resolutions to re-elect the following as directors:

Judith Doyle, Gateshead College

Anth Mooney, Virgin Money

Pat Ritchie, Newcastle City Council

Michael Spriggs, Invest Newcastle Advisory Board

Mark Thompson, Ryder Architecture

who retire by rotation at the meeting in accordance with article 33 of the Company's Articles of Association and who, being eligible, offer themselves for reappointment.



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AGM BUSINESS

Voting partners are asked to approve that UNW LLP be reappointed as auditors of NewcastleGateshead Initiative.



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SARAH STEWART
Chief Executive

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NEWCASTLEGATESHEAD INITIATIVE



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OUR FOCUS IS TO DRIVE
**ECONOMIC
GROWTH**

OUR MISSION IS TO
INSPIRE

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

OUR UNDERLYING
OBJECTIVE IS TO
**SHIFT ATTITUDES
AND
PERCEPTIONS**



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LEISURE TOURISM NATIONAL CAMPAIGN



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The *Tyne* is now

"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

A high-profile campaign including Guardian partnership, Lonely Planet promotion, outdoor, print and online advertising in Scotland and Yorkshire, and 30" commercial on catch-up TV.



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INTERNATIONAL CAMPAIGNS CREATE POSITIVE IMPACT



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

"Newcastle is one of those forgotten cities in Europe that should get a little more deserved attention.

The people are far more friendlier and open than you will find in London. This city has a lot of history and you can find many old industrial buildings around Newcastle that make it look really cool."

wander-lust.nl,
6 October 2016



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ECONOMIC IMPACT OF TOURISM



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17M
PEOPLE VISIT
NEWCASTLEGATESHEAD
ANNUALLY.

OVER
18,300
PEOPLE WORK
IN THE TOURISM SECTOR IN
NEWCASTLEGATESHEAD.

1.95M
OVERNIGHT VISITORS SPEND
4.7M NIGHTS
IN THE DESTINATION.

TOTAL
ANNUAL VISITOR
EXPENDITURE NOW STANDS AT
£1.4BN



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VISITOR INFORMATION VITAL STATISTICS



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OVER
1.5 MILLION
UNIQUE USERS LOG
ON TO OUR VISITOR WEBSITE
NEWCASTLEGATESHEAD.COM
EACH YEAR.

22K+ LIKES ON
FACEBOOK
AND
26K+ FOLLOWERS
ON TWITTER

WELCOME TO
NEWCASTLEGATESHEAD
DESTINATION AWARENESS
TRAINING DELIVERED TO
60 FRONTLINE STAFF
17 ORGANISATIONS
IN 2016.

OUR POP-UP
VISITOR INFORMATION
SERVICE ATTENDED
30 MAJOR
CONFERENCES AND EVENTS IN 2016,
WELCOMING THOUSANDS OF VISITORS
TO NEWCASTLEGATESHEAD.

14
INFORMATION POINTS
HAVE BEEN SET UP IN AREAS
OF HIGH VISITOR FOOTFALL
IN AND AROUND
THE CITY.



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NEWCASTLE CITY GUIDES



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IN 2016, **36%**
OF THE CITY GUIDES'
TOUR CUSTOMERS
WERE FROM
OVERSEAS.

CITY GUIDES
PROVIDE **40+** THEMED TOURS
ANNUALLY FOR APPROX.

2,000
VISITORS TO THE CITY.

36 OUT OF 36
5-STAR REVIEWS
ON TRIPADVISOR

2017
SEASON TICKET
NOW ON SALE.

NewcastleCityGuides.org.uk



@NewcastleGuides



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NORTH EAST ENGLAND TOURISM AWARDS 2016



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RECORD NUMBER
OF ENTRIES:
134 APPLICATIONS
55 BUSINESSES
SHORTLISTED

2 BRAND-NEW
CATEGORIES:
DOG-FRIENDLY BUSINESS
OF THE YEAR + GUIDED TOUR
OF THE YEAR

TUES 22 NOVEMBER
NEWCASTLE
CIVIC CENTRE.



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BUSINESS TOURISM SUCCESS



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"NewcastleGateshead,
as anyone who attends
our industry trade show knows,
boxes above its weight as a meetings
destination, with the convention bureau
getting its messages out loud, clear,
and usually in yellow."

Conference News,
October 2016

NEWCASTLEGATESHEAD
CONVENTION BUREAU WON

SILVER

FOR BEST UK CONVENTION BUREAU
AT THE 2016 MEETINGS AND
INCENTIVE TRAVEL
AWARDS.

NEWCASTLEGATESHEAD
CONVENTION BUREAU AND
NEWCASTLE UNIVERSITY

WON GOLD

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



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TRADESHOWS GENERATE NEW BUSINESS

We continue to maintain a strong presence at **International Confex** and **The Meetings Show** (the two biggest meetings and events tradeshows in the UK).



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CONFERENCES ARE BIG BUSINESS IN 2016

Major conferences that our convention Bureau team helped secure for 2016 include:

- ◆ Building Society Association, Sage Gateshead.
- ◆ Manufacturing and Engineering Exhibition, Metro Radio Arena.
- ◆ British Academy of Management, Newcastle University.
- ◆ Society of Local Authority Chief Executives, Hilton Newcastle Gateshead.
- ◆ Royal College Obstetricians and Gynaecologists, Sage Gateshead.



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INWARD INVESTMENT



82
PROJECT
SUCCESSSES / WINS
TO DATE

182
LIVE PROJECTS
IN THE PIPELINE

11,000
POTENTIAL
JOBS



4,814
JOBS CREATED
AND SAFEGUARDED
AS A RESULT



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NEW INVESTMENTS LAND



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AMICUS ITS
DATA AND TECHNOLOGY COMPANY,
100-200
NEW JOBS.

PERSONAL GROUP
FAST-GROWING TECHNOLOGY COMPANY,
20 JOBS PLANNED
WITH THE POTENTIAL
FOR 100+.

CONVERGYS
GLOBAL LEADER IN CUSTOMER
MANAGEMENT SERVICES,
600 NEW JOBS
AT THE ROCKET
(PICTURED).



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NEWCASTLE SHOWCASED ON GLOBAL STAGE

"The Invest Newcastle team brought a wide range of partners on board and ensured that collectively we made the most of this unmissable opportunity to celebrate Newcastle's achievements and secure vital investment."

**Pat Ritchie, Chief Executive,
Newcastle City Council**



**c23,500
VISITORS**

**4
DAYS**

**100+
CONFERENCE
SESSIONS**

**EUROPE'S
BIGGEST
PROPERTY
EVENT**

mipim®



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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.

ngisolutions

ngisolutions.com



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NGI SOLUTIONS RESEARCH CLIENTS

Some of the clients our research team worked with in 2016:

- ◆ Warwick Business School
- ◆ Nestlé
- ◆ Fenwick Food Hall
- ◆ The Alnwick Garden
- ◆ Leeds City Council
- ◆ Tyne Tunnel 2



"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.

**Gemma Brown, Internal
Communication Coordinator,
Nestlé Fawdon**



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NGI SOLUTIONS PR & MARKETING CLIENTS

Some of the clients our marketing and PR team worked with in 2016:

- ◆ National Trust
- ◆ BeaconHouse Events
- ◆ Hadrian's Cavalry
- ◆ Freedom City 2017
- ◆ Durham County Cricket Club
- ◆ Hadrian's Wall Marketing Group



An image commissioned as part of our marketing campaign promoting 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.



FESTIVALS AND EVENTS



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JUICE FESTIVAL



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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**

"I really enjoyed the family
Day of the Dead celebrations
at iVamos! There was a nice range of
alternative activities for us to try out
together and it did open our minds to
other cultures."

North East Family Fun,
October 2016

**JUICE
FESTIVAL**



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ENCHANTED PARKS

WINTER
FESTIVAL 16



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TUESDAY 6
- SUNDAY 11
DECEMBER

27,000

TICKETS SOLD FOR ENCHANTED PARKS
2016, WITH AN EXTRA NIGHT
ADDED THIS YEAR.

PART OF
LIGHT UP THE NORTH
- A NETWORK OF 7 LIGHT
FESTIVALS TAKING PLACE IN 7
CITIES ACROSS THE NORTH
OF ENGLAND.



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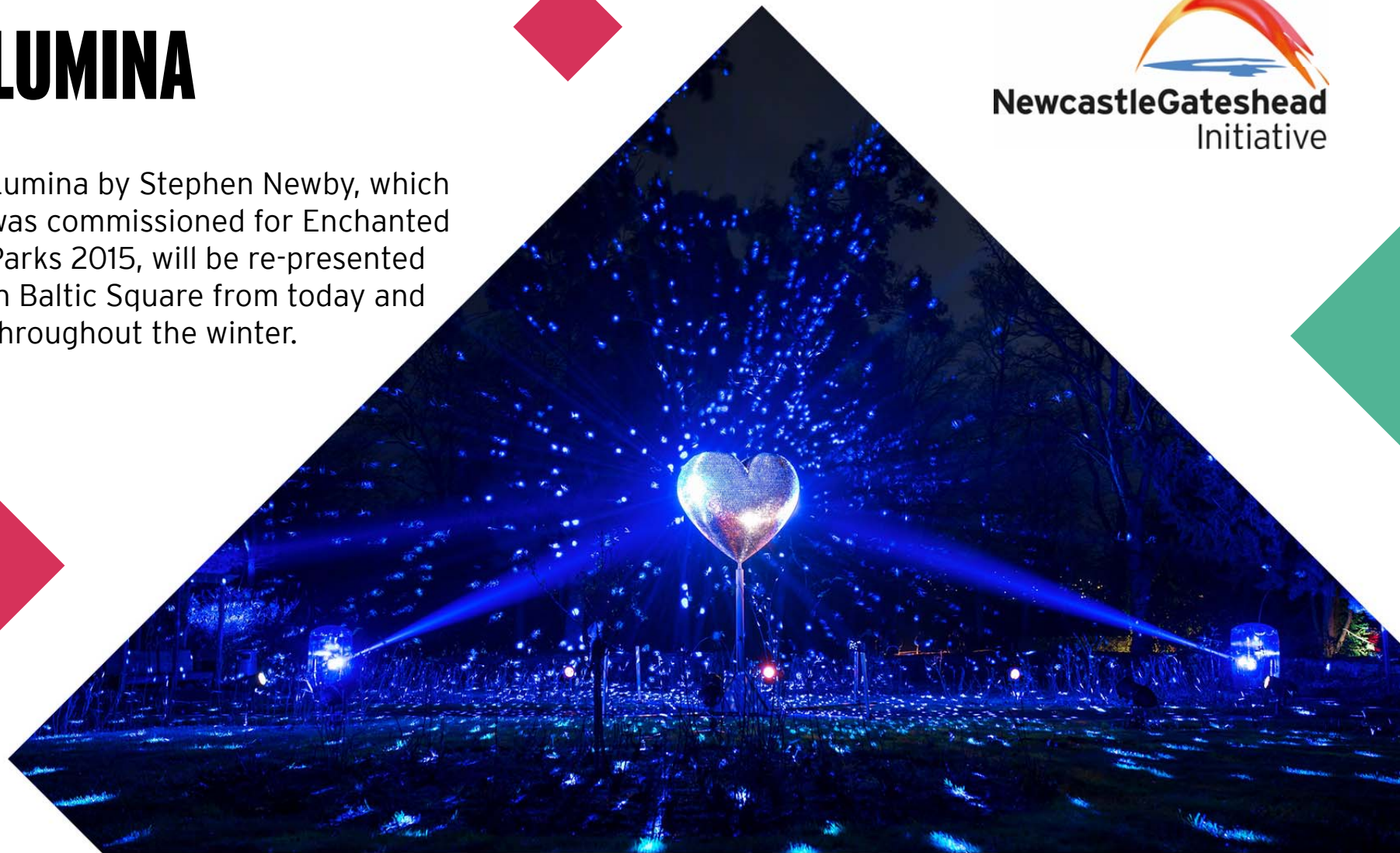
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LUMINA

Lumina by Stephen Newby, which was commissioned for Enchanted Parks 2015, will be re-presented in Baltic Square from today and throughout the winter.



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NEW YEAR'S EVE CELEBRATIONS

WINTER
FESTIVAL 16



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OUR NEW YEAR'S
EVE WINTER CARNIVAL
ATTRACTS OVER
50,000
ATTENDEES.

250
PARTICIPANTS
IN THE COMMUNITY
PARADE.

THANK YOU
TO THE
**10 QUAYSIDE
BUSINESSES**

WHO ARE SUPPORTING
THE MIDNIGHT
FIREWORKS.



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PROFESSOR
RICHARD DAVIES

Pro-Vice Chancellor,
Newcastle
University



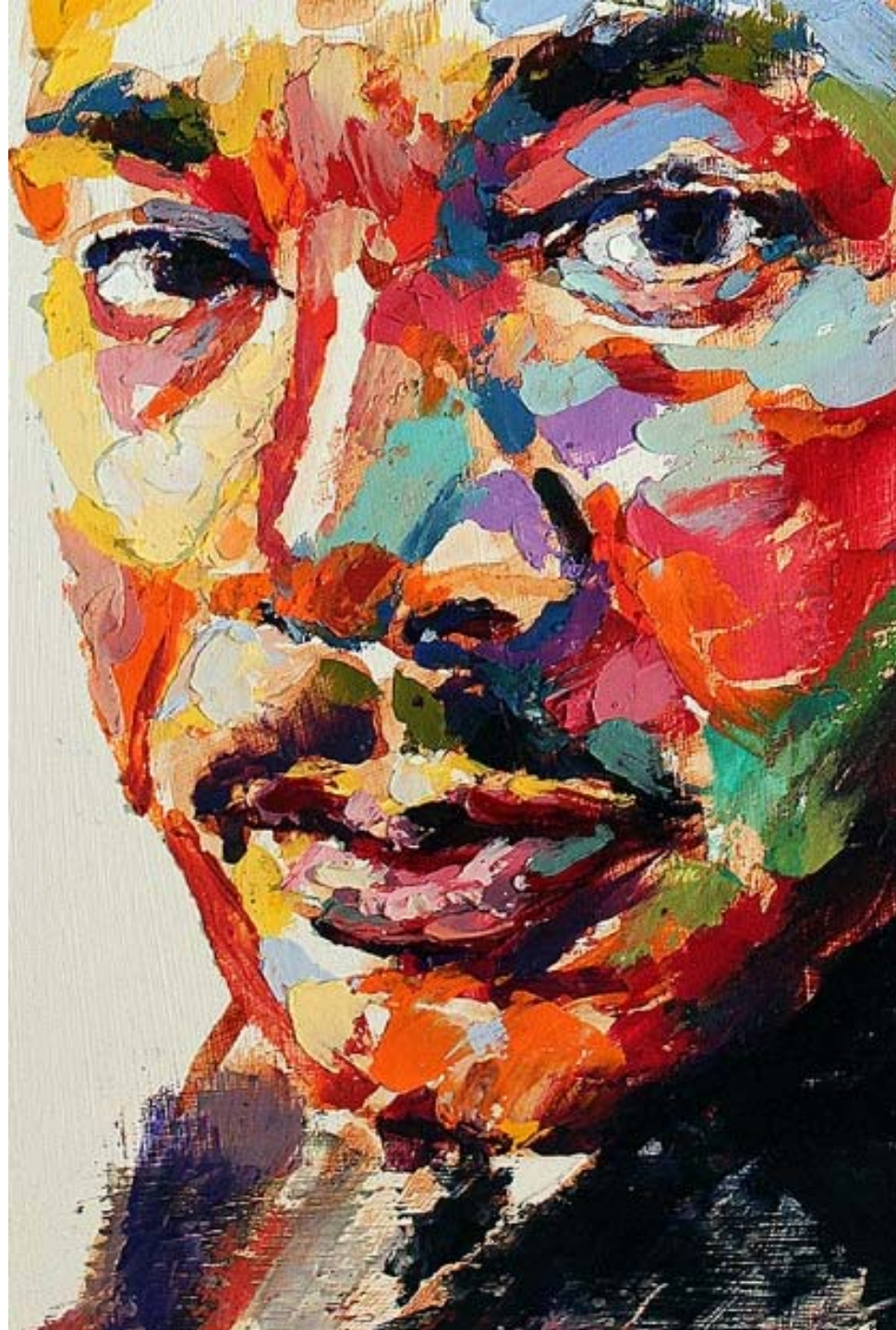
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Freedom City 2017

Professor Richard Davies
Pro-Vice-Chancellor
Engagement & Internationalisation
Newcastle University

A partnership between

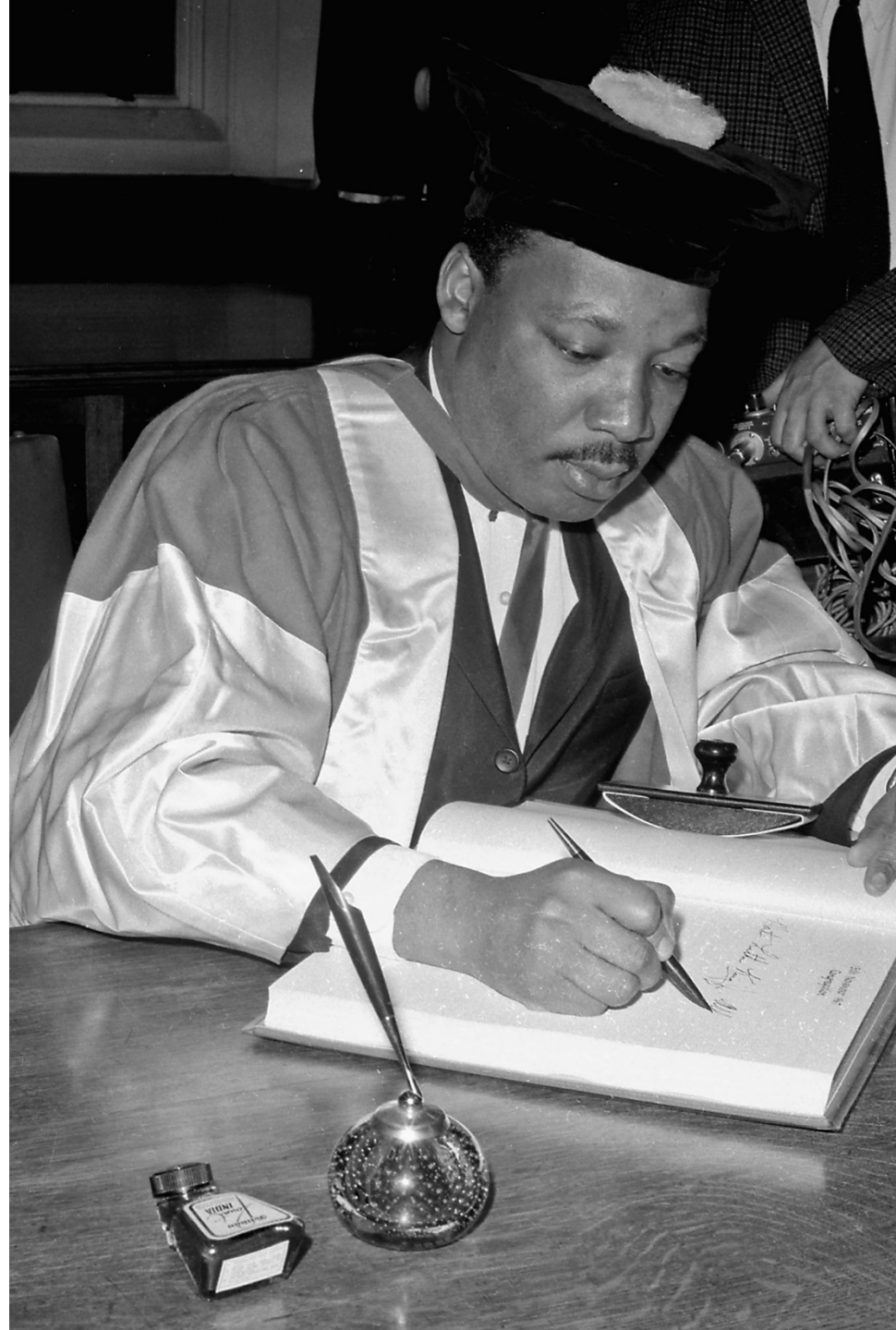




Background

- 13th Nov 1967 – Dr. King's honorary degree.
- Powerful speech highlighting the 3 problems of **racism**, **poverty** and **war**.
- University and city-wide partners want to reflect on the 50th anniversary.
- We should take this opportunity to assess what we can do individually and collectively to tackle King's challenges.

A partnership between



What is it?

- 12-month programme of events and projects – culminating in a city-wide celebration in Nov 2017.
- Partnership...
 - Newcastle University.
 - Northern Roots.
 - NewcastleGateshead Initiative.

A partnership between



Objectives

Drawing on the themes of **war**, **poverty** and **racism** highlighted by Dr. King, Freedom City 2017 will:

1. Empower and inspire a new generation.
2. Stimulate academic research and international debate.
3. Create an artistic response to the globally significant themes of Dr. King's Speech.

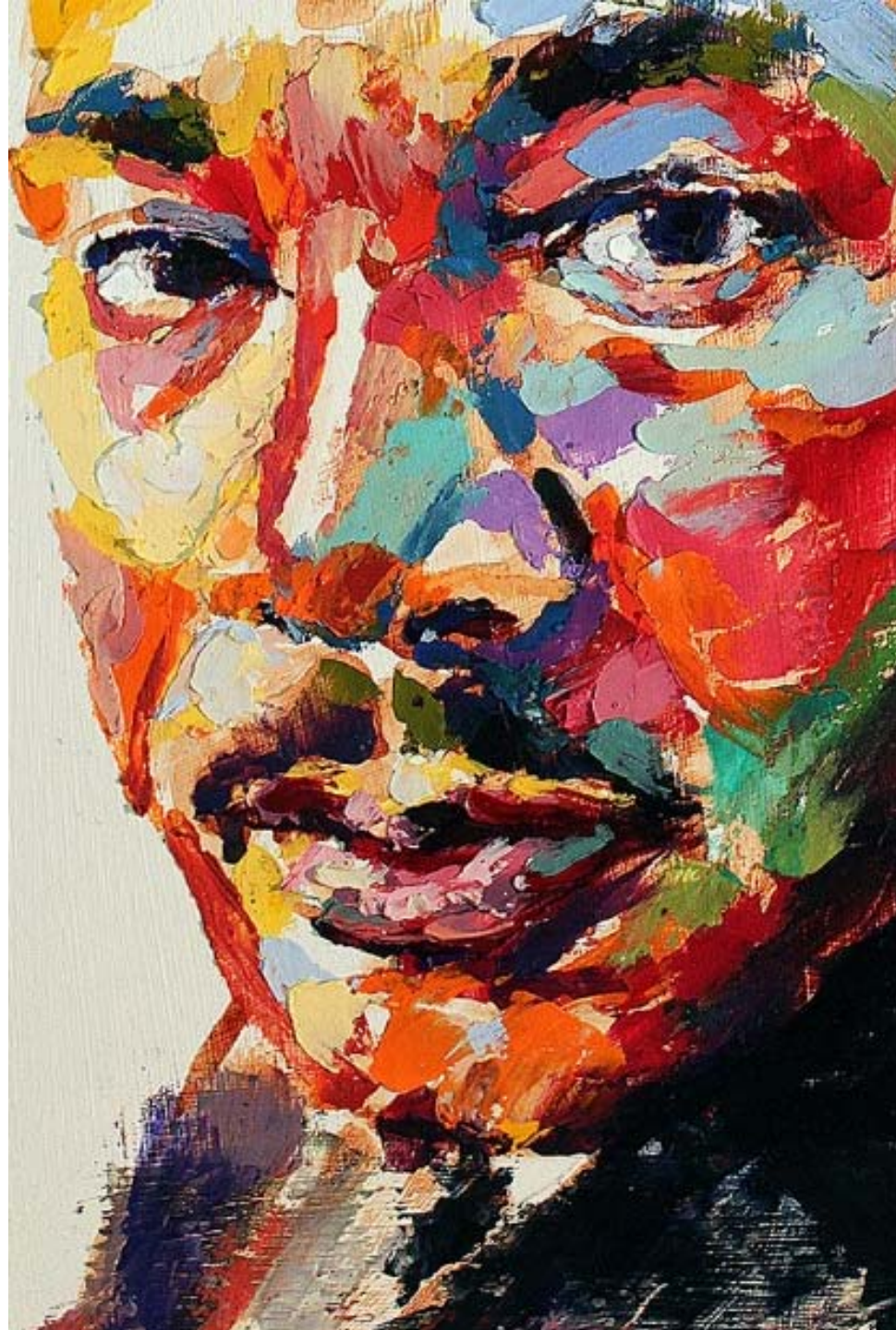
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Update

- Honorary degree nominations.
- ACE Ambition for Excellence.
 - Cultural events.
 - Mass participation.
- 49th anniversary event.
- 16th January:
 - Parliamentary event.
 - Media launch.
- 18 approved University projects.

A partnership between



Legacy

- 50th anniversary provides an opportunity to reflect.
- Not just a one-off celebration.
- Legacy programme supporting diverse employability in creative industries.

A partnership between



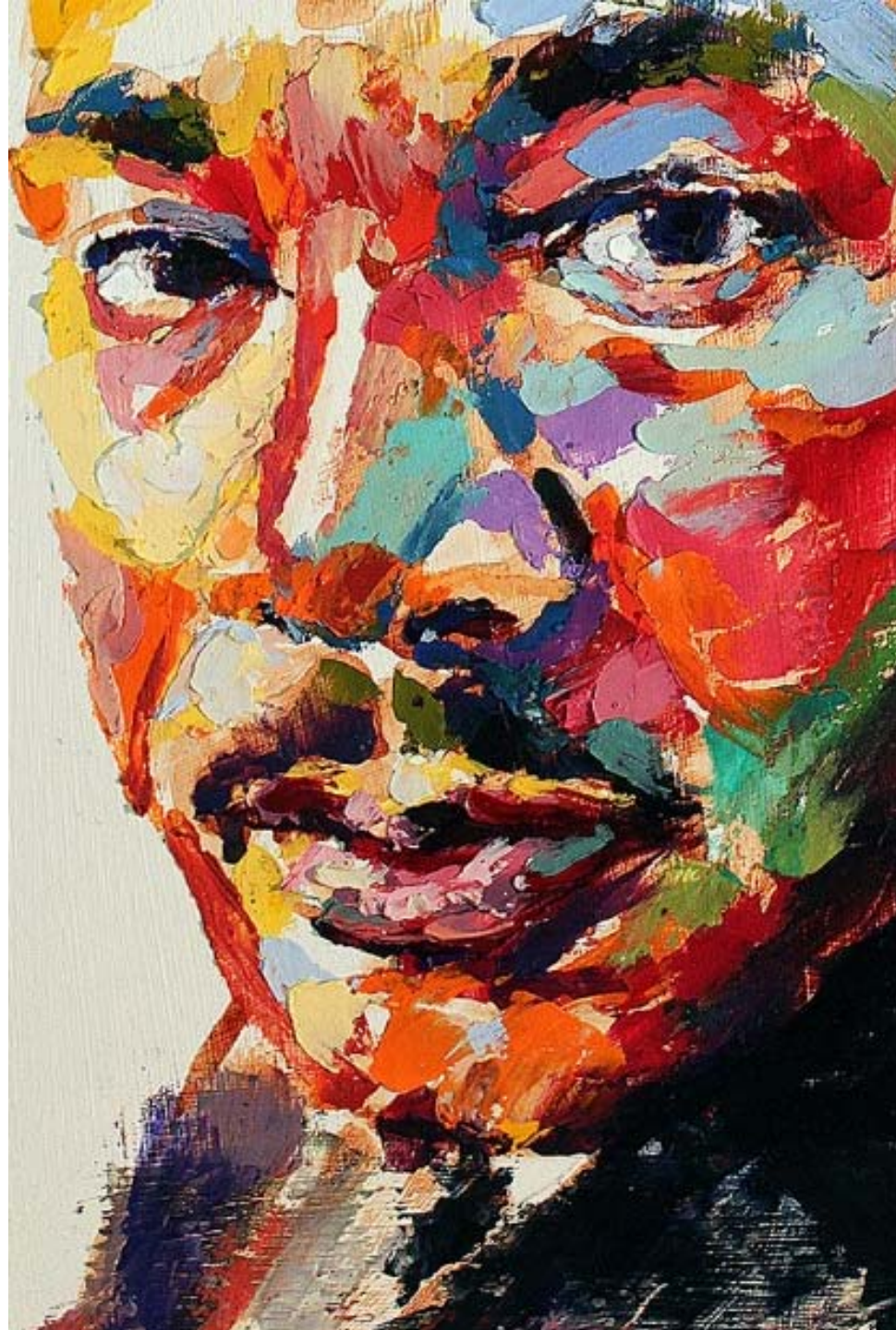


freedomcity2017



www.freedomcity2017.com

A partnership between





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Chief Executive



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WORLD TRANSPLANT GAMES 2019



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

"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**



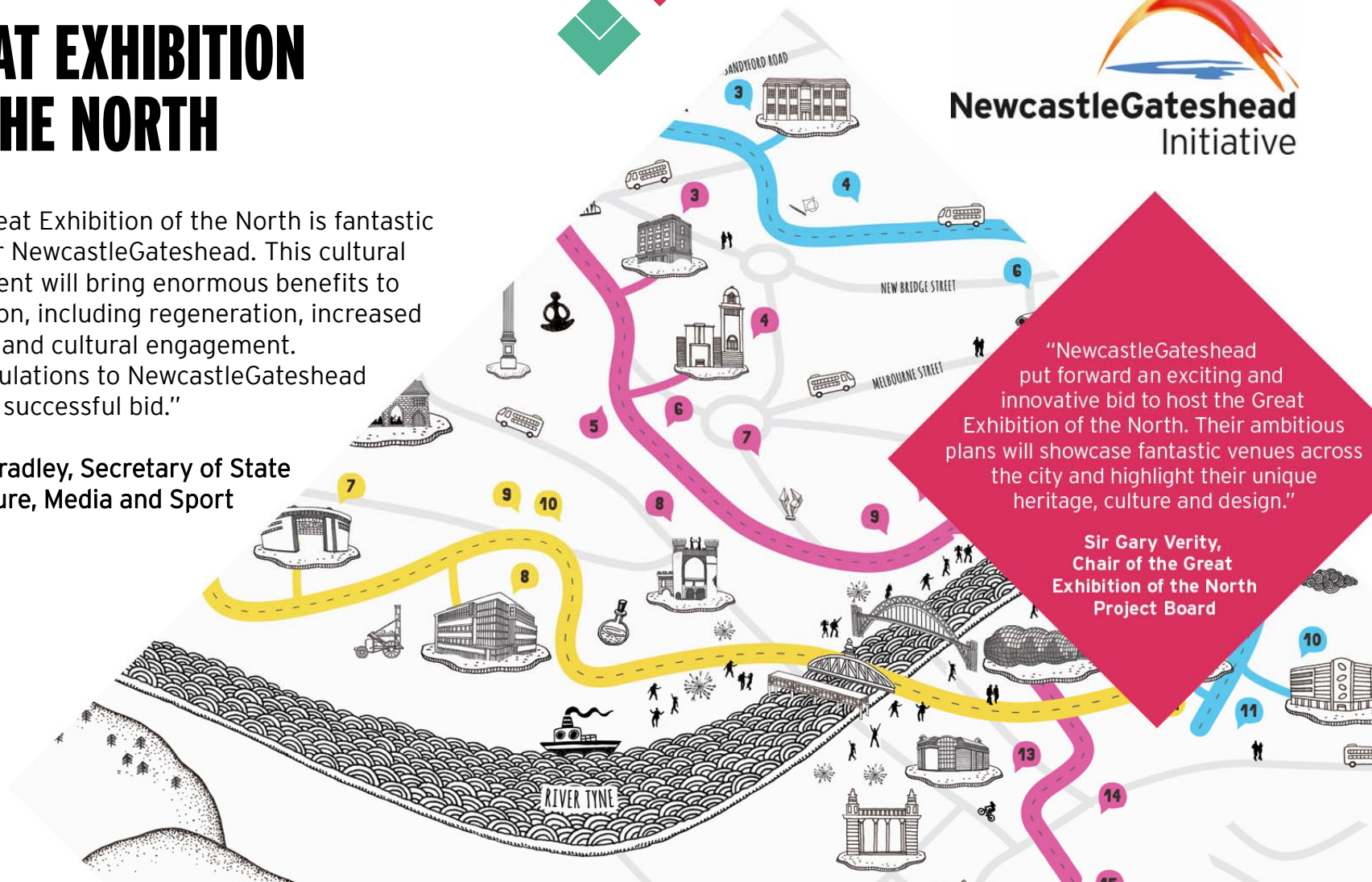
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GREAT EXHIBITION OF THE NORTH

"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



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MARTYN HENDERSON

Project Director for
Great Exhibition of
the North 2018
at DCMS

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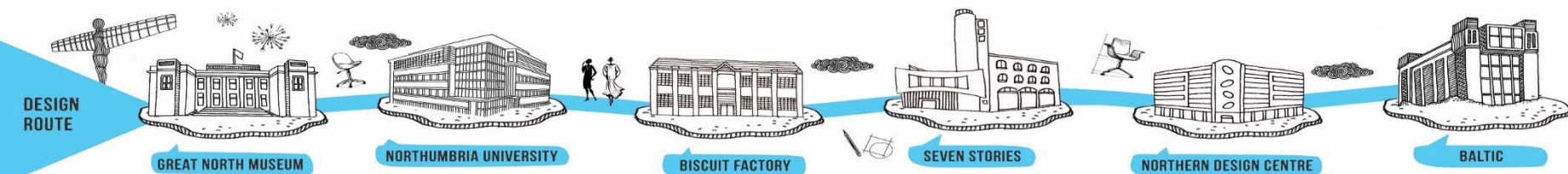
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Department
for Culture
Media & Sport

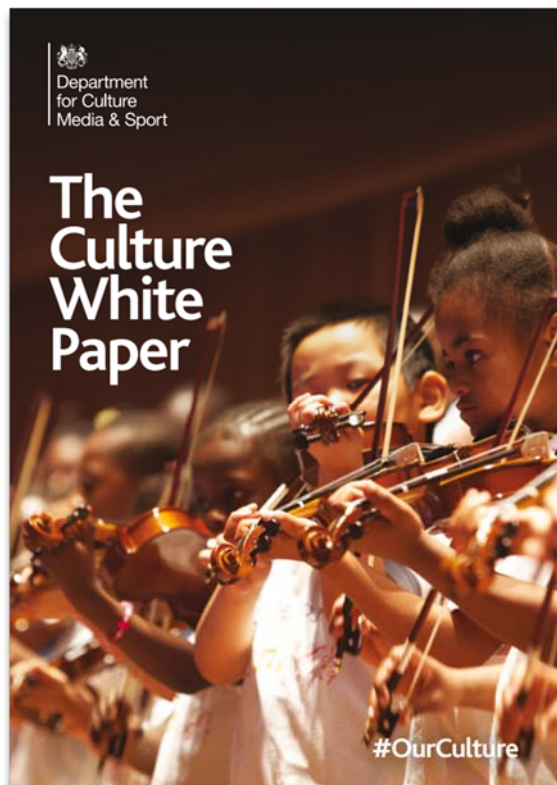
Martyn Henderson

Project Director,
Great Exhibition of the North





Department for Culture Media & Sport



8 Contents Department for Culture, Media & Sport The Culture White Paper

EXECUTIVE SUMMARY

1 Everyone should enjoy the opportunities culture offers, no matter where they start in life

We will put in place measures to increase participation in culture, especially among those who are currently excluded from the opportunities that culture has to offer. In particular, we will ensure that children and young people from disadvantaged backgrounds are inspired by and have new meaningful relationships with culture.

A new cultural citizens programme will be led by Arts Council England and the Heritage Lottery Fund and will reach across 70 areas where cultural participation is lowest.

With the introduction of the apprenticeship levy, we will expect our larger cultural organisations to take on apprentices and promote diversity and inclusion in the workplace.

We need a more diverse leadership and workforce in the cultural sectors. We will promote clearer pathways into the sectors, including tackling barriers to working as a professional in the arts. We will require funded bodies to publish strategies for increasing diversity.



#OurCulture

Department for Culture, Media & Sport The Culture White Paper Contents 9



£40m

Culture has the potential to transform communities and our programmes including UK City of Culture, the Great Exhibition of the North, and the new £40 million Discover England fund will showcase this.

2 The riches of our culture should benefit communities across the country

Our cultural sectors make a crucial contribution to the regeneration, health and wellbeing of our regions, cities, towns and villages.

We will work with Arts Council England, the Heritage Lottery Fund, Public Health England and other partners to develop and promote the contribution of the cultural sectors to improving health and wellbeing.

Culture has the potential to transform communities and our programmes including UK City of Culture, the Great Exhibition of the North, and the new £40 million Discover England fund will showcase this.

We will push for new cultural partnerships to include a range of national and local partners. We will ask experienced national cultural leaders to work with those developing cultural partnerships.

We will bring national arts and heritage Lottery funders together to work on a new Great Place scheme. This scheme will back local communities who want to put culture at the heart of their local vision, supporting jobs, economic growth, education, health and wellbeing.

We will launch Heritage Action Zones in England. Our national heritage organisations will advise communities on how they can make best use of their historic buildings, including taking ownership of them.

We will encourage councils and owners to make empty business premises available to cultural organisations on a temporary basis.

We will provide £20 million across 2016-17 and 2017-18 to extend the First World War Centenary cathedral repairs fund and establish a review to examine how church buildings and cathedrals in England can become more financially sustainable.

Technology offers many opportunities to bring our culture to many more people in many different ways. We will work with our cultural institutions to make the UK one of the world's leading countries for digitised public collections and use of technology to enhance the online experience of users.



Top left: The British Museum, Young French Reservoir. Top right: Yorkshire Sculpture Park, Tom Price, Norwich. Above: Hull UK City of Culture 2017, Brand sculpture, Queens Gardens.

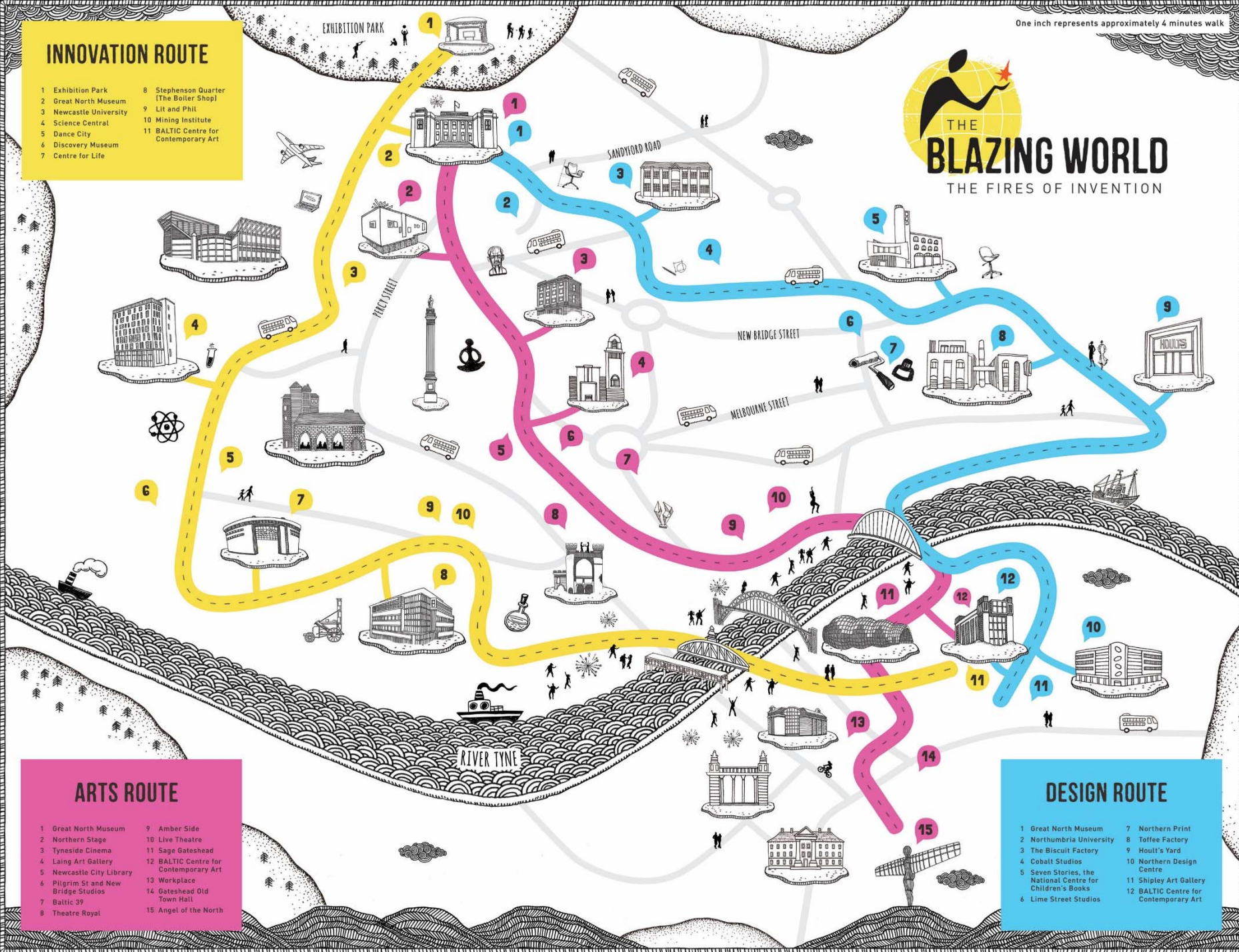
#OurCulture

INNOVATION ROUTE



INNOVATION ROUTE

- 1 Exhibition Park
- 2 Great North Museum
- 3 Newcastle University
- 4 Science Central
- 5 Dance City
- 6 Discovery Museum
- 7 Centre for Life
- 8 Stephenson Quarter (The Boiler Shop)
- 9 Lit and Phil
- 10 Mining Institute
- 11 BALTIC Centre for Contemporary Art



ARTS ROUTE

- 1 Great North Museum
- 2 Northern Stage
- 3 Tyneside Cinema
- 4 Laing Art Gallery
- 5 Newcastle City Library
- 6 Pilgrim St and New Bridge Studios
- 7 Baltic 39
- 8 Theatre Royal
- 9 Amber Side
- 10 Live Theatre
- 11 Sage Gateshead
- 12 BALTIC Centre for Contemporary Art
- 13 Workplace
- 14 Gateshead Old Town Hall
- 15 Angel of the North

DESIGN ROUTE

- 1 Great North Museum
- 2 Northumbria University
- 3 The Biscuit Factory
- 4 Cobalt Studios
- 5 Seven Stories, the National Centre for Children's Books
- 6 Lime Street Studios
- 7 Northern Print
- 8 Toffee Factory
- 9 Hoult's Yard
- 10 Northern Design Centre
- 11 Shipley Art Gallery
- 12 BALTIC Centre for Contemporary Art



Department
for Culture
Media & Sport

?





NewcastleGateshead
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SARAH STEWART
Chief Executive



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ANNUAL REVIEW

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



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THANK YOU



GATESHEAD COLLEGE



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THE TEAM



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**JOHN
MARSHALL**

Chair,
NewcastleGateshead
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**THANK
YOU**



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**VERITY
ALDERMAN**
Gateshead College



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