



“Sarah will be a hard act to follow, but her successor will inherit a very capable and energetic team, resolutely focussed on promoting NewcastleGateshead and the North East at every opportunity.”

John Marshall, Chair, NewcastleGateshead Initiative



Welcome to our review of NewcastleGateshead Initiative's year.

2019 has proved another thrilling year, underlining NewcastleGateshead's status as an international sporting city.

The European Professional Club Rugby finals in April saw rugby fans enjoying a brilliant atmosphere across the city – especially at the Quayside fanzone.

Then in August we welcomed over 2,000 athletes and spectators from more than 50 different countries to take part in the World Transplant Games. Seeing so many nations represented at the opening ceremony was a real highlight, especially as everyone involved was either a donor or recipient of an organ transplant.

NGI 'business as usual' saw Invest Newcastle leading the biggest regional delegation so far to the MIPI international property event and the Convention Bureau again taking home the silver award at the M&IT Awards. For tourism, we continue to work tirelessly promoting NewcastleGateshead and the North East as a 'must visit' destination on a national and international stage, working alongside Newcastle International Airport, VisitEngland and VisitBritain to attract more visitors.

None of this would be possible without the support of our partners, our two local authorities and our many stakeholders. It also couldn't happen without the outstanding contribution of the passionate staff at NGI, and especially our chief executive Sarah Stewart.

Sarah has led the organisation through a time of change and developed its capabilities hugely, as well as being a magnificent ambassador for NGI and our region. She will shortly be retiring from NGI and I would like to express my thanks to her for her unstinting commitment, positivity and excellent leadership.

I am delighted that Sarah Green will join NGI as interim Chief Executive in the new year, and I'm confident that the organisation will thrive under her leadership.

John Marshall
Chair



What are your highlights of the past year?

There was a distinctly international flavour to our activities in 2019 – none more so than with the World Transplant Games.

In August, working with the support of more than 100 partners across the region, NewcastleGateshead staged what according to many who attended were the most successful World Transplant Games ever held. With 16 sports over 13 venues, involving 2,000 participants and supporters from over 50 countries, the Games created the most diverse global transplant community ever assembled in the UK. Hosting the Games also provided a unique opportunity to positively catapult vital messages about organ donation to an extremely wide audience. Back in 2017, I was proud that NGI had led the successful bid to host the Games and I was equally proud in 2019 that NGI was the lead delivery organisation for this amazing global event.

Earlier in the year in May, we were equally proud to have been part of the successful bidding team that brought the European Professional Club Rugby finals to Newcastle. With the Heineken Cup final held at St. James' Park, the whole city embraced the event, welcoming over 80,000 visitors from near and far. NGI were particularly involved in developing the fanzone activity on the Quayside and in providing marketing and communications support for the event.

On both occasions, NewcastleGateshead confirmed its place as a vibrant European city, hosting and impressing visitors from across the world.

The international theme extended to many other aspects of our work this year. Over the past 18 months, NGI has been leading the development of a touring route extending the length of the country from London to the Borders. As one of the Discover England projects funded by VisitEngland, The Explorer's Road has been designed to appeal to international visitors looking to experience England beyond London.

Meanwhile, the Invest Newcastle team has stepped up activity promoting Newcastle on the international stage as a place to invest. They've welcomed international visitors from as far afield as Cuba and Japan, attended BioJapan and Smart City Expo World Congress and led a record delegation of businesses to MIPIM in Cannes.



Looking back over your time at NGI, what are you most proud of?

At I step down from my role as Chief Executive of NGI after nearly 10 years, there is so much that I will look back on with pride.

I'm particularly proud that NGI has not just survived but thrived during what has been a pretty tumultuous few years; a combination of austerity and uncertainty made it even more important that we stick with our 'relentlessly positive' mantra in order to remain both resilient and forward-thinking.

Importantly, throughout this time it is the strength of the public-private partnership that has underpinned everything that's been achieved – whether it's hosting major events, such as the Great Exhibition of the North or the World Transplant Games, attracting growing numbers of visitors to explore and enjoy all that the region has to offer or securing investments bringing over 8,000 jobs to the city. None of this would have been possible without the support and proactive involvement of the local authorities and our 170+ private sector partners. For this reason, I'd like to thank all NGI partners for their engagement and support during my time as Chief Executive – with particular thanks to NGI board members and my current and former Chairs (John Marshall, Paul Callaghan and Jamie Martin).



Thanks too to the amazing NGI team of whom I couldn't be prouder given all that they have delivered for the organisation and the region. Through good and the occasional not so good times, they have remained true to the organisation's core values, which are to be creative, positive, committed, collaborative and enterprising in all that we do and above all to be true champions for NewcastleGateshead and the wider North East region. I shall miss their company and enthusiasm but I know that the organisation has a bright future in their hands.

With this in mind, I'm also delighted to welcome Sarah Green into the role of interim Chief Executive – Sarah has much valuable experience and importantly shares NGI's passion for the region, which means she is extremely well-placed to lead the organisation into the future.



“We promote NewcastleGateshead’s cultural offering, deliver cross-river festivals and work with partners to bid for major events. This activity builds the region’s profile, attracts visitors, benefits the economy, and builds local skills and pride.”

Carol Bell OBE, Major Events & Festivals Director



World Transplant Games leaves a lasting impression on the North East

NewcastleGateshead welcomed more than 2,000 athletes and spectators from over 50 countries in August 2019 for the World Transplant Games – a sporting event that celebrated human courage and physical fitness and profiled the importance of organ donation.

Athletes competed at iconic sporting venues across the region, including the Newcastle and Gateshead Quayside, St. James’ Park, Sunderland Aquatic Centre and Gateshead International Stadium.

We recruited over 800 volunteers to support the running of the games and to provide a warm Geordie welcome to athletes and supporters at hotels and event venues – a

service rated as excellent by almost 90% of attendees.

NewcastleGateshead was a natural host city for the Games, combining the destination’s strong sporting and medical heritage and allowing us to share the wider story around the history and expertise of transplantation here in Newcastle.

Aiming to make 2019 the most visible World Transplant Games yet, we worked hard to gain media coverage for the event and for NHS Blood and Transplant’s #PassItOn organ donation campaign. This resulted in media coverage with a reach of over 800 million, which included BBC’s The One Show, BBC Breakfast, ITV’s Lorraine, The Times and The Daily Mail.



Weekend of rugby delivers outstanding results

This year’s European Professional Club Rugby finals saw a combined attendance of over 80,000 spectators at St. James’ Park for the Heineken Champions Cup final and European Challenge Cup final which took place 10-11 May.

NGI was a key partner in staging the finals, alongside Newcastle City Council, Newcastle Rugby Ltd and Newcastle United FC. We worked closely in partnership with Newcastle City Council to develop fanzone activity at the Champions Rugby Village on the Quayside and outside the stadium, which created an exciting carnival atmosphere.

Our evaluation revealed that the finals delivered a boost to the city’s economy of £24.6m including £16m worth of direct expenditure, while the city’s hotel occupancy rate was 99% across the weekend.

A quarter of those attending the fixtures came from outside the UK, with those surveyed reporting overwhelmingly positive feedback – 92% rated Newcastle as a very good or excellent host city and 85% said they would recommend Newcastle to family and friends.

Building on NewcastleGateshead’s burgeoning reputation as a major rugby destination, 2020 will see the return of Super League’s Magic Weekend, while in 2021 Rugby League’s pinnacle World Cup event will head to the region.



GX Project supports the North East’s innovative businesses

Building on the legacy of last year’s Great Exhibition of the North, an event that celebrated Northern innovation, the ERDF part-funded GX Project provided a programme of intensive business innovation support for our region’s SMEs.

Led by NGI and supported by Innovation Super Network and Newcastle City Council, GX supported 167 SMEs in harnessing their innovation potential and capacity.

The two-year project, which ran until December 2019, resulted in over £500,000 direct investment in product and service development.

The project also saw over 250 SMEs participate in 35 events, including innovation challenges bringing together large corporates and small businesses. The project also awarded small innovation grants to 27 SMEs and brokered 16 collaborations between North East universities and innovative businesses.



“There is something new going on in Newcastle. In the wake of the Great Exhibition of the North, the city has shot into the limelight for its art galleries, museums and magnificent music hall, adding to its reputation for having some of the most energetic nightlife in the country. It is the perfect destination for a short break.”

Georgia Stephens,
The Telegraph, 28 October 2019



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

Paul Szomoru, Director of Tourism & Business Events

Taking NewcastleGateshead and the North East to the world

Our marketing and communications team has had a busy year promoting leisure visits to NewcastleGateshead and North East England on an international stage.

With over 460,000 international visits to North East England last year, it’s an audience that presents opportunities and we are keen to grow our international presence.

We’ve secured great international media coverage this year by hosting a range of media and influencers from across Europe as part of a campaign to market the North of England City Experience. In August, World Transplant Games also saw us generating global coverage as far as India and Iran.

Our International Gateway Partnership with Newcastle International Airport and VisitBritain continued throughout 2019 with a campaign in the UAE focussing on media and influencer visits and digital advertising.

We’ve also led on developing and delivering The Explorer’s Road – a 500km multi-stop touring route through the historic heart of England. This £1m Discover England Fund project targets primarily a German audience and puts hidden landmarks in the spotlight.

In October we also hosted ‘Taking England to the World’ – a VisitEngland workshop aimed at getting businesses ready for selling to and welcoming international visitors.



Over 20,600

people work in the tourism sector in NewcastleGateshead.

£1.76bn

total annual visitor expenditure.

18.65m

annual visitors to NewcastleGateshead.

Visitors spent

a total of 5.44m nights in the destination, contributing £626m to local economy.

City Highlights

The Newcastle City Guides delivered a record-high 130 ‘City Highlights’ tours with an average of 7.3 customers each.

1.6 million

users visited NewcastleGateshead.com in 2019.

Social following

Our leisure tourism activity has built a growing audience of 34.5k Twitter followers, 26k Facebook page likes and 6k Instagram followers.



We’re a bookable destination

We are now an official distributor for Tourism Exchange Great Britain (TXGB), VisitEngland’s online platform for distributing and selling tourism products.

Going forward, all our leisure tourism campaigns will all be aimed at driving traffic to relevant, bookable products on our website NewcastleGateshead.com. TXGB is there to help our partners sell accommodation, tickets and experiences to people looking to visit our region.

We’d urge all our tourism partners to get involved – please get in touch to find out more.

Highlights 2019

2019 has been a busy year for NewcastleGateshead Initiative and here are just a few of our highlights.

New tourism imagery and films

To support our work targeting new audiences including families and dog-owners, we created some fantastic new content that will reach national and international audiences, profiling some of our region's best tourism experiences.

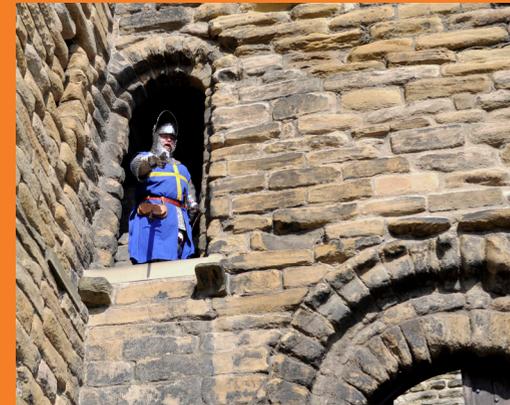


Carol Bell awarded an OBE

Our director of major events and festivals, Carol Bell, picked up her OBE at Buckingham Palace. The award acknowledges Carol's significant contribution to the Great Exhibition of the North and her broader role in the region's arts scene.

English Tourism Week event at Newcastle Castle and Cathedral

We hosted a successful event to celebrate the region's thriving tourism industry which saw attractions, hotels and restaurants showcasing their businesses with food and drink tastings, interactive exhibits and displays.



Invest Newcastle welcomes Cuban life science business delegation

The Invest Newcastle team used this opportunity to show off the city's life science strengths and world-leading universities.



European association conference buyers' educational visit

In association with VisitBritain, our award-winning convention bureau team showcased the destination to international buyers – a visit that included dinner on Sage Gateshead's stage.



Anne Howes and Sarah Lawrence attend the Queen's Buckingham Palace Garden Party

Anne and Sarah's invitation was in recognition of their contribution to the visit of HRH Prince William, Duke of Cambridge to the Great Exhibition of the North.



World Transplant Games opening ceremony

The spectacular athletes' parade through the city culminated in the unforgettable opening event at Northumbria University's Sport Central.



NGI Solutions launches new website

Our profit-for-purpose research, marketing and PR agency launched its new-look website in 2019, ngisolutions.com, reflecting its work with a growing, national client base.



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

Paul Szomoru, Director of Tourism & Business Events

Conferences in NewcastleGateshead bring significant boost to local economy

2019 has been a successful year for NewcastleGateshead Convention Bureau, which has confirmed business for NewcastleGateshead and the wider region with an economic impact of over £14m.

Our convention bureau team placed £1.5m of direct business, spread across 167 different conferences and events, at North East partner venues and hotels this year. These events saw a total of 8,500 delegates attending a conference or social event booked by the bureau.

It was a busier year than ever for our accommodation booking service, which also managed accommodation for World Transplant Games and the European Professional Club Rugby finals. Over 17,500 bed nights were booked via the service in 2019.

Notable organisations that chose NewcastleGateshead to host their annual conferences this year included the Arts Marketing Association, Obstetric Anaesthetists' Association and the Institute for Small Business and Entrepreneurship.

Iconic Gateshead Quays development set to attract world-leading business events

Looking to the future, the development of the UK's newest convention and exhibition centre on Gateshead Quays will open up even more opportunities for us to compete for large international association and business events.

Working with Gateshead Council over the year, we have been shining a spotlight on the £260m development at both International Confex and The Meetings Show, the two largest business events trade shows in the UK.

The opening of Newcastle University's new £35m Frederick Douglass Centre at Newcastle Helix is another exciting addition to the destination's event offer.

With such exciting developments changing the destination's events landscape, our convention bureau team continues to proactively research and bid to host major national and international associations which align to the region's sector strengths.



Silver award

Best convention bureau in England

Our team was honoured to win the silver award for the second year running at the prestigious national M&IT Awards 2019 for the title of Best UK Convention Bureau.

Beaten only by Glasgow, it means we can continue to claim to be the best convention bureau in England!

“NewcastleGateshead Convention Bureau played an instrumental role in framing a unique and ultimately successful bid to host the International Complement Workshop in Newcastle. The team gave us rapid feedback and lots of enthusiasm around the bid that made us confident we had the world-leading offer we needed. Their local knowledge and contacts helped the bidding process to run incredibly smoothly with little input and time needed from our side.”

Local Organising Committee Co-chair for International Complement Workshop 2022



“Invest Newcastle helps businesses locate, expand and thrive, delivering a bespoke range of services. We promote Newcastle as a city to collaborate, innovate and unite, helping to attract and secure new investment and jobs for our city.”

Jennifer Hartley, Director, Invest Newcastle

34

project wins

That's businesses attracted to the area or expansions that we helped secure.

142

new projects identified

In 2018 we identified over 142 potential new investment projects which could lead to more than 4,500 new jobs in the region.

1,064

jobs created or safeguarded

In 2019 Invest Newcastle's work created 853 new jobs in the region and safeguarded a further 211.

43

inward visits

We hosted 43 visits with businesses looking to relocate, expand or invest in Newcastle.

Invest Newcastle promotes Newcastle's sector strengths to the world

Over the past 12 months we've been busy in proactively promoting our region as a place to invest in, particularly in foreign markets, by attending events across the globe and welcoming international visitors to our city.

A senior Cuban life science business delegation arrived in July for a two-day visit where we showcased the city's life science strengths. Guests included representatives who have identified several Cuban products suitable for the UK market, that are ready for commercialisation.

Earlier this year we also had a visit from His Excellency Mr Koji Tsuruoka, Ambassador of Japan to the UK. The ambassador, and colleagues from the Japanese Embassy visited Newcastle University and Newcastle Helix, to see the new development and large-scale investment being made in the city.

We followed this with a trip to Japan in October to join a delegation of 20 other UK businesses and research institutions at BioJapan, where we promoted the region's life sciences and digital strengths. The trip provided an opportunity to meet with incubators and scale-ups that are looking for global opportunities, and digital and tech businesses who are interested in Newcastle as place for business.

Global fintech set up a regional office in Newcastle

Newcastle is fast becoming a leading location for fintech businesses who are looking to start-up, scaleup or relocate. This year XE, who leverage technology to provide a comprehensive range of currency services, announced that they were increasing their presence in the UK, choosing Newcastle as a preferred location.

Grant Murray, XE Regional Manager for the North, said: *“We are excited by the opportunity to work in a region that is home to a strong and diverse range of exciting international businesses with exceptional growth prospects. From the moment that we met Invest Newcastle there was a huge brand recognition of XE and what it stands for and the team has been extremely supportive with our move here. The reach of Invest Newcastle is clearly influential.”*

Did you know?

Newcastle was recently recognised as the UK Smart City of the Year 2019 for its innovative approach in using technology to help transform services and improve the lives of residents.

We took this message to Smart City Expo World Congress in Barcelona, where we promoted our city as a world-leading exemplar alongside other major global cities.

MIPIM 2019

Our biggest ever presence

A record delegation of almost 90 people from 32 businesses joined forces to showcase the North East to international investors at leading international property show, MIPIM. This was the fourth year Invest Newcastle led a public and private sector regional delegation, which included Newcastle City Council, Gateshead Council and Durham County Council.



“NGI Solutions is our trading company – an insight-led research, marketing and PR agency which delivers exciting projects for public and private sector clients right across the UK. Importantly, all income from this work is reinvested in NGI’s core activities which support economic growth here in the region.”

Kathie Wilcox, Director of NGI Solutions

#BeAGameChanger opens up conversations about mental health among football fans

We were appointed by Newcastle United Foundation to create, direct and support the activation of a PR and content marketing campaign about men’s mental health.

Primarily aimed at male NUFC fans aged 40+, we worked with the Foundation to create a campaign to encourage people to talk openly about mental health. We developed messages and creative briefs, secured media coverage and influencer engagement and undertook case study interviews to develop impactful stories.

The campaign resulted in a social media reach of over 1 million in its first month and generated significant media coverage, featuring in national publications such as The Independent and Huff Post, regional media including ITV Tyne Tees and The Chronicle, and football podcast True Faith.

We were delighted that the campaign was shortlisted in the North East Marketing Awards 2019.

Having also carried out work on behalf of the Road to Recovery Trust and North of England Commissioning Support, the health sector is an area we have targeted for future growth.



“The NGI Solutions team’s understanding of, and experience in, mental health and social change campaigns was key to their success, resulting in extensive national and regional media coverage, influencer engagement and a range of impactful football-themed campaign statements. They worked closely with the Foundation, as an extension of our team, providing a flexible, friendly and knowledgeable service.”

Ashley Lowe, Newcastle United Foundation

Our research delivers valuable insight for Scotland’s first nationwide art trail

Our experienced research team at NGI Solutions was asked to evaluate the impact of Scotland’s first ever nationwide public art trail, to give insight into the profiles of visitors to the trail and to identify the overall economic impact of the event.

Our client, Wild in Art, was the creative producer of Oor Wullie’s BIG Bucket Trail – a multi-city trail which took place in cities right across Scotland in summer 2019.

We developed a survey through our own digital panel service, which helped us to create a report that broke down the whole visitor journey, including a detailed profile of the audience and their experience of the trail.

We also evaluated the economic impact of the event and found that Oor Wullie’s BIG Bucket Trail boosted the area’s economy by £19.3m.

“Over the last three years we have worked with NGI Solutions to measure the impact of our public art trails across the UK and overseas.

Through this work we’ve been able to gain a valuable understanding of the types of visitors coming to our trails, their reasons for visiting and the impact on the host destination.

We’ve also gained a fantastic insight into the impact of our events both economically and socially. It has enabled us to open up conversations with new locations, make strategic decisions about future events and improve the trail experience.”

Ruth McAllister, Marketing Director, Wild in Art



Our clients in 2019 included:



£2.02m

NGI Solution’s total turnover to date.

£1.3m

Contribution to NGI to date.

Meet the Team

0191 440 5720 ngi.org.uk @NGInitiative



We'd like to give a special thanks this year to the following who have since left NGI, including the team behind World Transplant Games:

Ali Brown
Clare Lock
Ellie Roger
Jenny File
Jodie Balmer
Jonathan Gilroy
Joy Sanders
Katherine Forbes
Marc Burns
Marian Chapman
Michele McCallion
Nicola Reid
Rachel Jones
Samantha Chambers
Sarah Stewart
Vikki Leaney

Interim Chief Executive

01. Sarah Green

Central Services

02. Dianne Coaten
Director of Finance & Operations

03. Dezra Riley
Finance Manager

04. Anne Howes
Senior Office Manager

05. Sarah Lawrence
Administration & Events Executive

06. Josh Allison
Administration & Events Assistant

07. Mia Chambers
Administration & Events Apprentice

NGI Solutions

08. Kathie Wilcox
Director

09. Ian Thomas
Associate Director

10. Lucy Nichol
Account Director

NGI Solutions projects are delivered by our Research and Marketing & Communications teams

Research

11. Vicki Shouksmith
Research Manager

12. David Bowe
Research Executive

Marketing & Communications

13. Shelley Johnson
Head of Marketing & Communications

14. Finlay Magowan
Media & PR Manager

15. Kelly Gleadow
PR & Communications Manager

16. Deb Bell
Marketing & Communications Manager

17. Sarah Bosnyak
PR & Content Executive

18. Lisa Kelly
Digital Marketing Manager

19. Hannah Lambert
Digital Content Manager

20. Chris Watson
Web Design Executive

21. Aidan Moore
Digital Marketing Apprentice

Tourism & Business Events

22. Paul Szomoru
Director of Tourism & Business Events

23. Caroline Reed
Conference Development Manager

24. Julie Rastelletti
Business Events Manager

25. Carly Ivers
Business Events Assistant

26. Margaret Darby
Destination Executive

Inward Investment

27. Jen Hartley
Invest Newcastle Director

28. Ciara Slack
Senior Investment Manager

29. Matt Bratton
Senior Investment Manager

30. Sam Cassidy
Inward Investment Executive

Festivals & Events

31. Carol Bell
Major Events & Festivals Director

32. Ryan Watson
Culture Team Assistant

33. Sophie Hardwick
GX Innovation Manager

34. Claire Prospert
ERDF Programme Manager

Partnership

35. Nathan Shrubbs
Partnership & Project Manager

36. Anna Moroney
Partnership Development Executive

Get in touch

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

Nathan Shrubbs, Partnership & Project Manager

The power of partnership

Outlining that ‘our partners are at the core of our success as an organisation’ is an often-repeated statement here at NewcastleGateshead Initiative. We’re thankful that 2019 has once again shown this to be the case and we’re keen to reiterate this message. Despite recent political and economic uncertainty, our partners continue to support our activities and to help us to inspire people to visit, and to live, learn, work and invest in and around NewcastleGateshead.

Some of the highlights of this year’s activity are great examples of collaborative working with partners, including major events such as the European Professional Club Rugby Finals in May and the World Transplant Games in August, as well as celebration events such as English Tourism Week in April.

We have also been delighted to see so many of our partners attending our series of partner events throughout the year – which at times have broken attendance records! We’d especially like to thank our partners who have hosted our events, or who have supported new initiatives such as our potential partner business breakfasts and our staff appreciation programme. It’s clear that right across our organisation, partner businesses are central to our work.

And so, to continue this successful collaborative approach with partners, while looking to develop and improve the way we work together, we’re hoping to conduct a partnership review in early 2020. Watch this space!



- 170+** partnership organisations
- Over 20** sectors represented
- Geographical spread** from Alnwick to Richmond, Kielder to Whitley Bay
- 90%** partner retention rate
- Over 1/3rd** have been NGI partners for 10 years or more



“Our partnership with NGI has been incredibly valuable to Walton Robinson across several areas of our business as a property consultancy. The NGI team do great work for the region and keep us up-to-date with investment, development, events and conferences in the area so we can make the most of any opportunity which arises.”

Sally Bettinson, Marketing Manager, Walton Robinson

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



We’re very pleased to have welcomed the following new partners in 2019:

Silver Partners

- Bloom Procurement Services
- Evolve North
- LNER
- Pride Media
- Shout Digital

Bronze Partners

- The Aviary
- Banyan Bar & Kitchen
- Biz Space
- Escape Key
- Grand Hotel Gosforth Park
- Hard Rock Café
- Polaris Travel Ltd
- The Road to Recovery Trust
- Staffords & Co
- The Mix Event Collective
- Vivid Promotional Marketing
- ZMove

We’d like to thank all our partners for their support in 2019. We look forward to collaborating with you in 2020 and beyond in our continued mission to drive economic growth for the region.

Chair

John Marshall

Board directors

Helen Dalby, Reach Plc

Abi Kelly, Newcastle University

Judith Doyle, Gateshead College

Colin Hewitt, Ward Hadaway Solicitors

Jennie Collingwood, Northumbrian Water

Tony Lewin, Newcastle College

Bill MacLeod, PwC

Graeme Mason, Newcastle International Airport

Sheena Ramsey, Gateshead Council

Pat Ritchie, Newcastle City Council

Michael Spriggs, Invest Newcastle Advisory Board

Giselle Stewart OBE, Ubisoft

Mark Thompson, Ryder Architecture Ltd

Adam Dunlop, Northumbria University

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

We'd like to give a special thanks to board members who have retired this year:
Professor Andrew Wathey CBE, Emily Cox, Phil Steele, Kevin Robertson and Nicole Atkin.



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