

23

24

Annual
Report



Contents

Welcome	4
Meet the team	7
Programme	
Lobbying	8
Retail Core	10
Quayside	12
Marketing	14
Events	16
Placemaking	18
Business Support	20
City Environment	22
On-Street Experience	24
NE1 CAN	26
Financials	
Statement of Comprehensive Income	28
Statement of Financial Position	29
Governance	30

Welcome

Following last year's record-breaking renewal vote, this first year of NE1's fourth term has been one of transformation, renewal, and disruption.

Work began on the £37.5mn City Centre Transformation Programme, the £40mn+ renovation of the Tyne Bridge, Grey Street and the associated Pilgrim Street development.

That these major developments are proceeding is to be welcomed, more so, the continued investment in the city centre is essential in maintaining Newcastle's position as a major European regional capital city. Yet, this significant investment brings with it significant disruption.

As such, it has been a busy year for NE1's lobbying and advocacy programme, working tirelessly with businesses to keep them informed, and lobbying on their behalf to identify issues and mitigate negative impacts where possible. With works to Grey Street now complete, the direction of travel, and what is to be gained, is clear; high quality public realm that facilitates a greater commercial opportunity and a vastly improved experience for visitors.

A central pillar of last years' renewal vote was the proactive management of the city centre's on-street experience. One of NE1's most significant achievements over the past year, working with Northumbria Police and Newcastle City Council, has been the establishment of City Safe, a partnership targeting resources on prolific offenders, with a dedicated resource of 11 additional police officers. The initiative is bearing fruit with 37 warning or banning orders issued since it was established in May. Supplemented with NE1's Business Crime Reduction Partnership, which now has over 300 members, ensures resources are targeted where business needs them most.

NE1's Clean Team have removed 244 metres of graffiti, and 4,800 bags of rubbish from the city's streets, supplemented by NE1's volunteer programme which removed a further 2.25 tonnes of rubbish.

Placemaking projects proceeded at pace, with the installation of a stunning new pedestrian crossing mural providing a welcome to the Pink Triangle, and Chinese lanterns installed on Stowell Street. In addition, NE1 worked with Creative Central on creating an urban gallery featuring six artists on Forth Lane.

Recognising the importance of the 55 Degrees roundabout as the primary pedestrian link to the

new Pilgrim Street development and the Quayside, work has rapidly progressed with plans to improve the visitor experience. Additional funding has been secured and work will commence in 2025.

NE1's marketing and events programmes continued to increase impact year-on-year, setting records along the way. NE1's nationally renowned Newcastle Restaurant Week hit new heights with over 115,000 diners taking advantage of the offers, spending over £2.2mn in participating restaurants, delivering a remarkable 1:55 return on investment.

NE1's Summer in the City programme continued to evolve with the addition of 'Tiny Toon' to Old Eldon Square over the summer period. Over 90,000 people visited across the summer, 90% up year-on-year. Over the next year, we look forward to welcoming the MOBO Awards to the city along with the welcome return of Magic Weekend.

NE1's integrated marketing campaign continued to go from strength to strength, with NE1's social channels growing 20% year-on-year, amassing over 235,000 followers and we witnessed NE1's first ever Facebook post with a reach of over 1 million.

Always with an eye on the future and the city's future workforce, NE1's employment aspiration programme, NE1 Can, doubled the number of events delivered in their autumn term, with over 400 young people attending October's Newcastle Hospitals NHS Foundation Trust event alone.

Thank you for taking the time to read our annual report, if you would like to become more involved with our programme, please get in touch.



Adam Serfontein
Chairman, The Hanro Group
Chair, Newcastle NE1 Ltd



Stephen Patterson
Chief Executive, Newcastle NE1 Ltd





Meet the team

The NE1 team is small and agile, allowing us to be fleet of foot and responsive to the changing needs of our businesses. If you would like to speak directly to any member of the team you can find their contact details below.



Stephen Patterson

Chief Executive
T: 0191 235 7092
E: stephen.patterson@newcastlene1ltd.com



Tariq Albassam

Director of Operations
T: 0191 235 7095
E: tariq.albassam@newcastlene1ltd.com



Ben Whitfield

Director of Communications
T: 0191 235 7096
E: ben.whitfield@newcastlene1ltd.com



Annabel Carter

Head of Finance
T: 0191 235 7091
E: annabel.carter@newcastlene1ltd.com



Helen Armitage

Digital Marketing Lead
T: 0191 211 3957
E: helen.armitage@newcastlene1ltd.com



Rachel Barlow

Head of Marketing and Events
T: 0191 211 3952
E: rachel.barlow@newcastlene1ltd.com



Chris Black

Events Coordinator
T: 07354 814 624
E: chris.black@newcastlene1ltd.com



Terry Brooks

Business Crime Officer
T: 07518 738 230
E: terry.brooks@newcastlene1ltd.com



Kitty Brown

Marketing and Events Executive
T: 0191 235 7098
E: kitty.brown@newcastlene1ltd.com



Sophie Corbishley

Social Media Executive
T: 0191 211 3950
E: sophie.corbishley@newcastlene1ltd.com



Louise Debnam

Placemaking Project Manager
T: 0191 235 7097
E: louise.debnam@newcastlene1ltd.com



Kerry McCabe

Business Network Manager
T: 0191 235 7099
E: kerry.mccabe@newcastlene1ltd.com



Harriet Metcalfe

Digital Marketing Executive
T: 0191 211 3953
E: harriet.metcalfe@newcastlene1ltd.com



Victoria Patton

Office Manager
T: 0191 211 3954
E: victoria.patton@newcastlene1ltd.com



Thomas Pearson

Social Media Executive
T: 0191 235 7093
E: thomas.pearson@newcastlene1ltd.com



Mark Sumner

Head of Operations
T: 07843 704 107
E: mark.sumner@newcastlene1ltd.com



Richard Turner

Business Support Manager
T: 0191 235 7090
E: richard.turner@newcastlene1ltd.com

Lobbying

Representing over 1,300 of the city's businesses, NE1 is the largest business lobby in the city. Having a strong voice for business is a hallmark of every successful city, and NE1's approach is pragmatic, agile and focussed on delivering results.

Responding to businesses' concerns regarding the on-street experience, one of the greatest achievements of NE1's lobbying efforts over the past year has been the creation of City Safe, a partnership comprised of Northumbria Police, Newcastle City Council, and NE1. Tasked with tackling crime and antisocial behaviour in the city centre, the unit is focussed on addressing issues that matter most to businesses. While it is early days, City Safe has already started to deliver significant results by targeting the most prolific offenders and has established a strong foundation for future development.

The commercial importance of Newcastle's festive period cannot be overlooked. As such, NE1 has continued to work with Newcastle City Council to drive the continued evolution and expansion of the city's festive offer, to deliver an improved experience that attracts visitors into the city.



“ Since the start of the City Safe project in May, there has been a definite improvement in how the on-street environment looks and feels. My staff and I now feel safe and reassured with the positive action and engagement that the City Safe team has implemented. Antisocial behaviour has massively reduced in and around the Grey's Monument area.”

Vicky Field
Store Manager, Breitling

37

criminal orders issued by City Safe, more than 9 times the number issued in 2023



With Pilgrim Street works proceeding at pace, the 55 Degrees roundabout is a hugely important pedestrian hub that links the city centre, Pilgrim Street and the Quayside and, at present, the experience falls a long way short of what is acceptable for a modern European regional capital city. NE1 has worked with key stakeholders and secured significant match funding to improve the area which will deliver improvements in lighting, greening, and visual appearance.

In May, NE1 were delighted to host the government's Small Business Commissioner, convening a Q&A session with some of the city's small businesses to provide the opportunity to speak directly to the commissioner and raise issues that were important to them.

NE1's Business Breakfasts have continued to thrive, taking place monthly with between 50 and 80 businesses in attendance at each event. Hosted in venues across the city, the breakfasts offer the opportunity for businesses in the city to network with each other, showcase venues, and to share updates from both the NE1 team and a variety of speakers. This year we have been delighted to welcome a broad range of speakers including Mayor of the North East, Kim McGuinness, Esh Group who spoke about the Tyne Bridge works, and Newcastle United who updated us on their work with Sela and STACK.

Representing the interests of the city's businesses, NE1 has provided extensive feedback on the council's Movement Strategy to ensure businesses' needs are considered, as well as directly working with businesses to ensure that the consultation has input from those it will impact.

“ We're delighted to see NE1 taking the initiative and bringing together key partners to reshape the experience around the 55 Degrees roundabout. The area is a vital link between the Quayside and the heart of the city and one our staff use daily. It should be so much better and we welcome NE1's plans to make it a space befitting of the city we want to be.”

Charles Renwick
Divisional Director, Lycetts



11

additional Police Officers dedicated to City Safe





Retail Core

In the heart of the city, significant progress was made throughout the year on Newcastle City Council's City Centre Transformation Programme (CCTP), bolstered in October by the completion of the 22-month-long Grey Street works.

This was celebrated with a reopening event, the Grey Street Gala, which unveiled a redesigned streetscape befitting the architecture which surrounds it and the street's position as one of the most prestigious in the UK. The event saw opera performances, ballet, and a brass band perform, as well as actors, mime artists, magicians, and a string quartet entertain and delight crowds.

Work on Northumberland Street, the final street in the programme, also began in 2024 and progress has been made with the works on schedule, more than 50% complete, and due to finish in October 2025.

Adjacent to these works, the continued private sector development of three blocks on Pilgrim Street continued to move at pace with Worswick Chambers, which will house a new STACK concept, handed over to the tenant in August, and the five-star Hotel Gotham's site nearing completion, with a planned opening in Spring 2025. HMRC's new regional headquarters at the north end of the street progressed markedly throughout the year and is expected to be handed over for fit-out in late 2025 ahead of opening in 2027. October saw a landmark reached in the building's progress with a 'Topping Out' ceremony hosted to celebrate the final structural installation to the roof of the building.



“ NE1's summer of activities totally transformed Old Eldon Square, attracting tens of thousands of families over the school holidays and providing a huge boost for our business.

It was such a joy to see so many young people having fun in that space.”

Samantha Archer
Store Manager, Starbucks

£56.8 million

economic impact of Newcastle's Christmas Markets*

* Eljay Research, 2023 study

Away from capital works in the area, NE1 delivered several temporary interventions and events in the city's retail core across the year, with our beloved Grey Street Gathering taking up its now customary space at the top of Grey Street between June and October, providing green space and a place to dwell for shoppers, workers, and visitors to the city.

NE1's annual summer programme in Old Eldon Square expanded again with a new play space, 'Tiny Toon', added to the existing activations while Screen on the Green increased its schedule further. Working alongside the Tyneside Cinema, the event added an additional Wednesday evening screening each week, taking the number of free films shown through the six-week holidays to over 100. This coalescence of free activities for families delivered a transformational impact with the area attracting over 95,000 visitors, almost double the 50,000 who visited the previous summer. This in turn delivered a spend in excess of £2 million.

In terms of impact, the most significant project of the year in the retail core was again the city's Christmas markets which NE1 deliver alongside Newcastle City Council. With over 1.35 million visits, a 6% increase on 2022's number of visitors, the market generated an economic impact of £56.8 million for the city centre, an increase of 21% year-on-year.

NE1 have long identified Christmas as a key opportunity for the city and significant planning has been done throughout the year to ensure 2024's Christmas markets and activity continues this growth, with a raft of family-friendly activities planned for Old Eldon Square as well as the return of stalls around the base of Grey's Monument. Working with local operators EVNT Inspirations, this year's Christmas activities will see the addition of a vintage carousel, a Santa Stories pop-up, and an Elf Workshop, all in Old Eldon Square, creating a family festive Christmas Village and increasing the city's attractiveness at this key time for businesses.

95,000 visitors to Old Eldon Square during the summer holidays



“ Grey Street is totally transformed and now has the public realm befitting the stunning surrounding architecture of the buildings.

We love being on such an iconic street in the city, and love the new space. We can't wait to show it off to our clients.”

Alison Poppleton
Owner, Skullduggeri

Quayside

Newcastle's renowned Quayside is a particular area of focus within NE1's annual delivery, with a programme of activities and installations spread throughout the year to ensure the area continues to be a vibrant and attractive place to spend time.

New Year's Eve saw 25,000 spectators flock to the area east of the Millennium Bridge to welcome in the New Year with a stunning laser light show from Seb Lee which was projected onto the face of BALTIC Centre for Contemporary Art. The event continued NE1's partnership with Newcastle City Council on the city's New Year celebrations, and this is an event with tremendous growth potential over the coming years.

In June, NE1 worked with internationally renowned artist Andy Welland, to deliver our now annual pavement mural alongside Wesley Square. At over 90 metres long, the mural is a stunning intervention in the area and the vibrant design and colours bring new life to the Quayside and to the iconic view up the river towards the Tyne Bridge.

25,000+
spectators at Laser Light City on New Year's Eve



“ NE1's Dragon Boat Race was a great day, with a real buzz around the event and our team loved taking part. It's the first year we've been involved but we've already expressed our interest for next year's event. It's such a unique opportunity for our staff to get out on the water as well as raising money for fantastic causes!”

Nick Gholkar
Partner, Ward Hadaway



“ The support which NE1 gave to facilitate our visit to Newcastle and ensure it was a success was unparalleled. Their attention to detail and willingness to go the extra mile was admirable and the visit could not have happened without their wholehearted commitment and efforts.”

Maria Esteban
Communication Officer,
El Galeon Andaluca



75
free activities on the Quayside during the summer holidays

Another addition to the iconic vista this year was **El Galeon Andaluca**, a 55-metre replica of a 17th century Spanish galleon, which moored on the Quayside for 13 days in June. Working alongside Newcastle City Council, NE1 were integral in ensuring El Galeon was able to visit the city, and the effort was well rewarded, with the ship attracting more than 9,500 visitors during its stay.

Our Summer in the City campaign returned to the Quayside during the school summer holidays and delivered 75 free activities for all, working with 24 businesses to curate a varied and exciting catalogue of events which drew more than 3,000 visitors to the Quayside for everything from dance classes to yoga. This year NE1 introduced a new event to the programme, our inaugural Dog on the Tyne, which attracted over 1,000 attendees and innumerable canine companions.

In August we relocated 14 of our Quayside planters from the base of the Tyne Bridge to a space underneath the High Level Bridge, and added two of our porch swings to create a new pocket park in the area full of greenery, and our first major intervention west of the Swing Bridge.

The Newcastle Dragon Boat Race returned in September with in excess of 650 participants across two days, including 16 city centre businesses on our Corporate Race day, and the event raised more than £20,000 for the Newcastle Hospitals Charity, as well as attracting over 10,000 spectators to the Quayside.

In May, the first trials of feature lighting recommended in NE1's strategic lighting plans for the area took place, and in November we worked with All Saints Church to improve their existing architectural lighting, ensuring this historic building looks stunning after dark.





Marketing

2023-24 was an award-winning year for NE1's Marketing department, and one of significant growth and expansion, with two additional positions added to the team in July, enabling us to offer even more support to businesses across our channels all year round.

In December, the team were delighted to win at the **North East Marketing Awards for 'Best Use of Social Media'**, and our **Head of Marketing and Events, Rachel Barlow, was crowned 'Best Marketer'** at the same awards.

These awards were testament to the hard work and relentless appetite of the Marketing team for championing the city and its businesses, and this is also evidenced in the continued growth across all of our marketing channels, most notably on social media platforms.

NE1's total follower count now stands at over **235,000, an increase of more than 20% in the last year**, with in excess of 70,000 followers on Instagram and more than 55,000 on Facebook. Our **video content has generated reach of over 17.5 million this year**, and our Instagram reels regularly reach over 100,000 per post. In July, we had **our first Facebook post with reach of over 1 million, and the engagement rate on our channels is up to 10 times the industry average.**

“ NE1's Marketing support has become an integral part of our arsenal and we're grateful to have them in our corner. Whether it's the website, social media content, or NE1 Exclusive, their range of channels allows us to tailor our approach to fit our objectives and delivers results every time.”

Jo Kirby
 Director of Audience & Communications,
 Newcastle Theatre Royal



29.2 million
 organic impressions on NE1's consumer social media channels in 2024

Our Get into Newcastle **website attracts more than 60,000 users each month** and between them they have consumed over 4 million pages of content about the city this calendar year. **Our consumer email database recently passed 50,000 subscribers**, growing by over 30% in the last year, and **generating over 425,000 clicks to the website via our weekly emails.**



In March, after a competitive pitch process, NE1 appointed O Agency as our creative partner for our paid media campaigns, with Bonded as our media buyers. The summer advertising campaigns for Newcastle Restaurant Week, Screen on the Green, and Summer in the City **generated over 5.1 million impressions** and over 90,000 clicks to our websites, with strong engagement rates across all channels.

With more than **110 pieces of coverage and media appearances over the past year** our PR campaign continues to provide excellent results and visibility across television, radio, and print channels, **giving NE1 a strong voice in the region**, both in terms of lobbying and positioning, and awareness of our events and initiatives.

The NE1 Exclusive card has continued its phenomenal growth with **over 27,000 city centre workers now signed up to the scheme** which was relaunched in March 2023, and businesses with offers on the card report a real impact and direct trade as a result. In December, **NE1 will again attend the North East Marketing Awards, where we are shortlisted in four categories.**



27,000+
 city centre workers signed up to the NE1 Exclusive card



“ I have no doubt that the support on NE1's social media platforms for NOVUM played a significant role in the success of the event.

Their ability to creatively showcase different elements of the programme during the lead-up helped us raise mass awareness of all the festival had to offer.”

Jim Mawdsley
 Principal Advisor, Events and Culture,
 Newcastle City Council



Events

NE1's varied events calendar has brought the city to life over the last 12 months, with record-breaking attendances and throngs of visitors. This year has seen the latest step change in NE1's delivery with exponential growth and resulting impact.

After the city's **Christmas Markets welcomed over 1.35 million** visitors through November and December, more than 25,000 saw in the New Year in style on the Quayside with Newcastle City Council and NE1's Laser Light City projecting a dazzling show onto the face of the iconic BALTIC Centre for Contemporary Art.

January and August's iterations of the much-loved **Newcastle Restaurant Week delivered over 115,000 diners into the city's restaurants, generating a spend of over £2.2 million** during what were historically two of the quietest weeks of the year for the industry. Although it was extended into a second week due to the threat of civil unrest, August's event was **the largest in the company's history with more than 60,000 diners taking part.**

NE1's summer takeover of Old Eldon Square saw a transformational impact from our newest installation, **Tiny Toon, with over 95,000 people attending the square over the six weeks of school summer holidays**, an increase of 95% on the previous year which had seen 50,000 people attend. This hive of activity, which also included the beloved Screen on the Green which this year showed over 100 free films for the first time in its history, **delivered an estimated £2.2 million boost to the city's businesses**, in the area and beyond.

“ One of NE1's best attributes is how responsive and agile they are. With circumstances outside our control impacting August's Newcastle Restaurant Week, being able to extend the event for an additional week at short notice ensured it still provided the significant financial impact we expected for the company.”

Anna Anderson
Marketing Manager,
Malhotra Group PLC

1.35 million

visitors to Newcastle's Christmas Markets in 2023



£2.2 million

spent in restaurants over two Newcastle Restaurant Week events in 2024*

* Reported figures from participating venues

“ We loved being a part of Tiny Toon and Old Eldon Square this summer with Metro. The concept really resonated with us when we first discussed it, and it looked even better when built than we'd hoped. The number of people who visited over the summer was astonishing and we think it had a real impact on family visits using Metro.”

David Turton
Marketing Services Manager,
Nexus



Summer in the City also returned to the Quayside and included **more than 75 free activities with over 3,300 bookings**. NE1 worked with 24 city centre businesses to deliver these activities, including Live Theatre, Dance City, Pure Gym and Lululemon, as well as delivering the first ever Dog on the Tyne event which attracted over 1,000 attendees. Also on the Quayside, in September the **Newcastle Dragon Boat Race returned to the Tyne with over 35 boats taking part across two days of racing on the river with more than 650 participants and 10,000 spectators** watching on from the banks of the Tyne.

It was a stellar year for NE1's partnership with local events too, as **the city's Chinese New Year, which NE1 sponsor and support, expanded to welcome over 6,000 attendees** in February. Northern Pride, which NE1 are headline sponsors of, delivered a multi-site event in the heart of the city, generating an economic impact of c.£4 million and was shortlisted for two awards at the UK Festival Awards, and in August NE1 again partnered with Newcastle Mela for Mela in the City which took place at Grey's Monument.

In October, **NE1 hosted the Grey Street Gala to celebrate the completion of the extensive renovation of the iconic Grey Street**, and the city's winter calendar will be packed with more activity in Old Eldon Square to complement and expand the city's festive offering, as well as NE1's 24 Doors of Christmas and Search for Santa events.

Placemaking

As a key element of creating a city where people linger longer, placemaking has always been a core strand of NE1's delivery and during consultation ahead of our ballot in October 2023, it became clear what a priority this was for the city's businesses.

As a result, **celebrating and elevating the unique and distinctive quarters and areas of Newcastle will be a particular focus** over our coming five-year term.

As part of this, in June **we installed over 920 lanterns spanning the length and breadth of Stowell Street in Newcastle's Chinatown**, creating a visual spectacle and elevating the area to become one of only four Chinatowns in the UK to boast both an arch and lanterns. Without the significant support of the local community this project would have been impossible, and it would be remiss not to acknowledge the assistance provided by the North East Chinese Association here.



Also in June we celebrated another of the city's districts by working with Sail Creative and in close consultation with the community to **deliver Newcastle's first semi-permanent crossing mural on Marlborough Crescent**. Inspired by conversations with the local LGBTQIA+ community we arrived at a design which is in keeping with and celebrates the area and those businesses who occupy it. Representing solidarity and support whilst remaining playful, bold, and colourful, **'United Together' extends a warm welcome to the area and inspires feelings of celebration and joy**.

In August, to allow for the Tyne Bridge works to progress to the north towers, 14 of our Quayside planters were relocated and paired with two of our porch swings, to **create a brand new pocket park sitting directly beneath the historic High Level Bridge**. Immediately enlivening what was a vacant space, the installation is our first major work west of the Swing Bridge on the Quayside, and reflects our plans to extend our trail of placemaking projects by the river out from the area between the Tyne and Millennium Bridges to activate the entire Quayside in due course.

Of our recurring placemaking projects, **NE1's 90 metre long pavement mural outside Wesley Square was repainted this year by acclaimed artist Andy Welland**, and our Grey Street Gathering returned for the warmer months, providing a space to enjoy in the very heart of the city from June to October.

Plans also moved forward at pace on our work around the 55 Degrees roundabout which forms part of the key pedestrian route between the retail core and the Quayside. Having **identified the area as in need of a masterplan and investment following the extensive Pilgrim Street works**, NE1 have committed budget to scoping works by Ryder Architecture, which are now complete, and have held productive discussions with both Motcomb Estates, who own much of the surrounding area, and Newcastle City Council.

250

litres of paint used on Wesley Square pavement mural



"We are delighted with NE1's efforts and focus on Chinatown. The lights on Stowell Street are a wonderful addition and help celebrate and highlight the area's rich cultural history. We often see people stop to enjoy them and take photos, and they are a real attraction we're extremely proud of."

Jimmy Tsang
Owner, Tsang Foods and Chair of the North East Chinese Association

920

lanterns installed on Stowell Street

"The 'United Together' crossing is a wonderful addition to the area, signifying strength, solidarity, and support, and sends a clear message of hope, celebration, progress, and joy for the LGBTQ community. We worked closely with communities and venues to gain an insight into what made the area unique, and we hope this will be a catalyst for even greater things to come, that further celebrate difference and togetherness."

Mandy Barker
Founder and Creative Director, Sail Creative





1,500+
business enquiries for
operational support
fielded annually

issues in specific locations such as Broad Chare and Wilson Court, and brought together businesses and key decision makers in Newcastle City Council and Northumbria Police to tackle and resolve issues.

The much-publicised protests in the summer were a prime example of this. Whilst residents of Newcastle did the city proud, extensive work behind-the-scenes between NE1 and key partners including the police helped lay the foundations for this, and business needs were at the forefront of NE1's approach.

Whether reacting in real-time to developing situations, or planning ahead to avoid disturbance, business support has been a core strand of NE1's delivery over the past year and establishing ourselves as a valuable asset to our businesses in the city centre is something we are immensely proud of.



“ Every time there have been issues, or we've needed information or assistance throughout the Grey Street works, NE1 has been there.

Knowing that we can call them at any time and they'll do everything in their power to support really gives us confidence and reassurance as an independent business in the city centre.”

Simon Whitehead
Owner, Sushi Me Rollin'

**£37.5
million**

total value of City
Centre Transformation
Programme

Business Support

As Newcastle city centre undergoes a period of generational change, with several major capital projects under construction, the role of NE1 in providing support to businesses is of critical importance, and has been throughout the year.

These developments are to be celebrated, and will be transformational in the long term, but there is no doubt that this investment will bring with it periods of significant disruption for the city's businesses as works progress. With works now complete on Grey Street, and Northumberland Street, Pilgrim Street, and Tyne Bridge works well underway, **NE1 plays a pivotal role daily in keeping businesses informed** and working with contractors to troubleshoot issues as they arise.

As part of this, **effective communication over the past year has been paramount**, whether through NE1's regular email updates, or more bespoke and specific notifications for particular areas or sectors, providing an invaluable link to the latest plans to identify issues. This is equally applicable to events the city hosts, and **NE1 have worked with event organisers from the Great North Run to the Red Bull Tyne Ride, and Northern Pride** throughout the year, to ensure businesses were kept informed.

NE1's business support extends further, **responding to the day-to-day challenges of running a business in the city**, providing advice and guidance on everything from signage to regulation, licensing to waste. **This year, NE1 have convened groups to tackle shared**

“ NE1's support extends across all areas of running a successful business in the city; from introductions, guidance, and advice, to providing logistical and operational support for day-to-day activities as well as one-off events, and communication, keeping us informed about what's going on. They are a real asset for the city centre and an invaluable resource to businesses such as ours.”

Nic Greenan
CEO, Tyneside Cinema



City Environment

Ensuring the experience of visiting Newcastle is as good as it can possibly be has always been a non-negotiable priority of our businesses and, as such, an essential element in NE1's delivery year after year. In recent years however, through partnership working, consolidation and a shift in focus, we have seen a step change in delivery and an increase in the services we are able to offer.

NE1's rapid response Clean Team have for many years been a mainstay in keeping the city centre clean and assisting businesses. This year is no exception, and the team have removed over 4,800 bags of litter from Newcastle's streets, the equivalent of 72 tonnes. They have also removed 244 metres of graffiti, and delivered over 2,700 hours of deep-cleaning, of both the city's streets and businesses' premises.

As a result of our work on the Great British Spring Clean initiative in recent years it became clear to us that there was an appetite amongst the city's businesses for volunteering opportunities, with a focus on the appearance and cleanliness of the city. With this in mind we have increased our work around volunteering and now facilitate opportunities for businesses all year round, which has added significantly to our output and ability to make an impact.

In June we were delighted to take on a large project to help support Urban Green in their application for Green Flag status for Exhibition Park, and this project illustrated the breadth of support NE1 are now able to offer. As well as enlisting the services of our Clean Team, who committed an extensive 36 hours into tidying and beautifying

2,700+

hours of deep cleaning delivered across the year

“ NE1's Clean Team provide a fantastic service for our business which extends far beyond cleaning.

They are always responsive, timely, and diligent, and they make our immediate environment a much nicer place whenever we call upon them.”

Carl Wilkinson
Building Manager,
One Trinity Gardens

the park, we were also able to move quickly and mobilise 40 volunteers from city centre businesses including the Vaulkhard Group. These volunteers contributed 120 hours, taking the total hours spent through NE1 to 156. When combined with Urban Green's efforts and those of other groups they enlisted to support, the outcome was a positive judges visit and Green Flag status for the park.

Our ability to coordinate volunteers and provide support from our Clean Team was utilised again in October by Creative Central Newcastle, who requested our assistance in cleaning and whitewashing an area in advance of several pieces of art being added to the streetscape as part of their placemaking programme. NE1 assembled 28 volunteers to paint an area 250m² and the Urban Gallery has been warmly welcomed by nearby businesses and the public. NE1 will work closely with Creative Central Newcastle on any future projects in the public realm, offering assistance and support where we can.

Throughout the year our volunteering programme has dedicated more than 275 hours to on-street improvements, including painting and litter picking, supplementing the work of the Clean Team. The various volunteer teams from city centre businesses have collected over 150 bags of litter, meaning more than 2.25 tonnes of waste has been removed from the city's streets, over and above the daily efforts of the Clean Team.



4,950

bags of litter removed from the city's streets

“ The support and efforts of the NE1 team ahead of the Green Flag judges' visit to Exhibition Park were absolutely invaluable and undoubtedly contributed to us retaining our Green Flag status.

We were delighted that so many partners came together to ensure that the park was looking its very best and really did the city proud.”

Carol Pyrah
Chief Executive,
Urban Green Newcastle



On-Street Experience

In order to secure repeat visits to a destination, it is integral that the day-to-day experience in it is exceptional and this is an area in which NE1 have committed significant resource, and deliver a multi-faceted approach, carefully crafted to ensure the best results for the city and its businesses.

The main element in delivering an on-street experience commensurate with the city's standing is **NE1's team of Street Rangers, instantly recognisable, relied upon by businesses of all sizes, and a vital source of intel for City Safe and Northumbria Police.**

After a competitive tender process, in April NE1 awarded the contract for delivering the Street Ranger team to Eboracum, who were extremely impressive throughout the process and have considerable experience working with BIDs, delivering a similar scheme to great acclaim in York. With their own software created specifically for these roles, **the appointment of Eboracum will allow NE1's Street Rangers to ensure they are reaching even more businesses in the city and working strategically to achieve their objectives.**

This calendar year **NE1's Street Rangers have had over 17,000 interactions with members of the public and over 16,500 interactions with businesses.** They have also dealt with **more than 600 first aid incidents and in excess of 2,300 crime and antisocial behaviour incidents,** emphasising how essential their role is and the impact of their patrols of the city centre.



1,500+
incidents reported through the Business Crime Reduction Partnership

“ NE1's support through the potential unrest in Newcastle during the summer was significant and worthy of recognition.

They are a much-valued partner, who not only in this instance but throughout the year, have played a key role in helping to ensure the city continues to be a safe and enjoyable place for people to visit.”

Darren Adams
Superintendent (Area Command),
Northumbria Police

Supplementing and supporting the work of the Rangers, **NE1 have curated a range of roles and partnerships which tackle every element of the on-street experience,** and in 2024 we added to this by appointing our second city-centre-focussed CCTV operative. This role is essential in providing a bird's-eye overview of the entire area, and intelligence from this enables us to best deploy appropriate resource in a timely manner.

Providing more on-the-ground information in real-time as to behaviour in the city, **NE1's Business Crime Reduction Partnership has grown exponentially this year and now has 314 businesses signed up,** making it one of the largest Business Crime Reduction Partnerships in the country. With **businesses logging over 1,500 incidents of antisocial behaviour and crime through the system in 2024,** the BCRP provides NE1 and partners with data and intelligence from across the city, helping to identify trends and hotspots and influencing delivery.

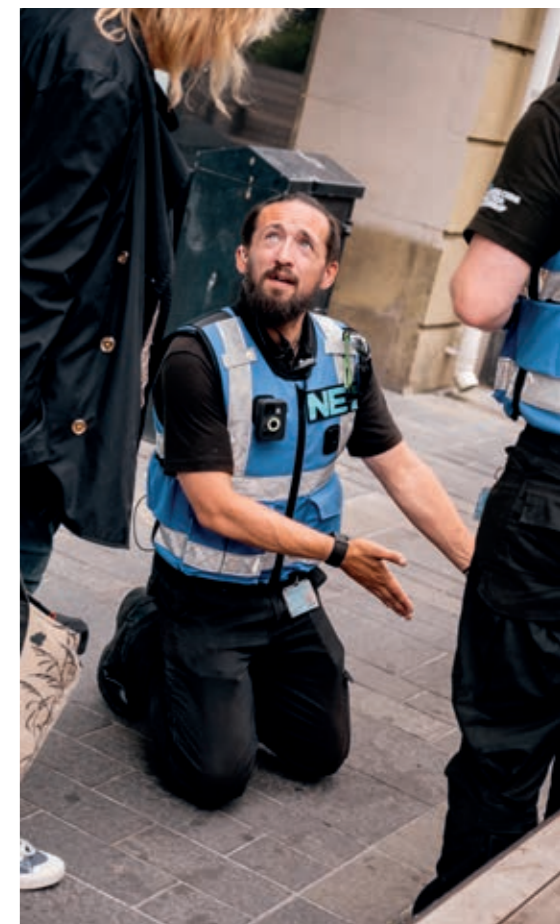
Linking this all together is NE1's Business Crime Officer, who was added to the team in November 2023. This role is now an essential part of City Safe, ensuring the vast intel from the Street Rangers, BCRP, and CCTV operatives is fed into City Safe and wider partners, allowing each individual element to be utilised most efficiently to deliver the maximum impact. In this way, NE1 are able to deliver a multi-stream approach, which **ensures each element punches above its weight and provides a return which far outstrips the investment.** Since its creation in May, City Safe has pursued repeat offenders who are responsible for the majority of antisocial behaviour in the city, and **the initiative has issued 37 warning or banning orders, a transformative increase on the four which were issued in 2023.**

“ As a new business in the city we cannot thank the Street Rangers and Clean Team enough for the help they have given us. If we need anything at all the team are responsive and fast-acting, they follow up with us and check in daily. We find them very valuable and their assistance is really appreciated.”

Andrew Forster
Gallery Manager,
Clarendon Fine Art



16,500
interactions with businesses by the Street Rangers



NE1 CAN

NE1 CAN, NE1's career insight programme which brings together cross-sector businesses, education, and youth providers to provide insight and raise aspirations and ambition, has delivered a diverse programme throughout the year. Tailored to create meaningful engagement with young people, and long-term strategic relationships with businesses across the region, the programme continues to break new ground and offer a varied and unique schedule of events.

Key within this has been **the programme's burgeoning relationship with the NHS and Newcastle Hospitals Trust, one of the city's largest employers.** Over the course of the year NE1 CAN has delivered four events working with the Trust, the largest of which **attracted over 400 young people in October and was opened by Sir Jim Mackey, Newcastle Hospitals' Chief Executive.** Providing opportunities for the Trust to have conversations with potential employees and break down barriers for young people has been **invaluable in bridging the gap between the classroom and the world of employment,** and in showcasing the breadth of opportunities available within the sector.

With **40 events delivered across the year,** the NE1 CAN model has enabled participation from a variety of industries and sectors, **ranging from construction to law, and from architecture to social media marketing.**

“ NE1 CAN events provide a unique platform to talk directly to young people and give them real-life insights into the many and varied careers within our organisation and the wider NHS. October's event was special as it gave us the opportunity to meet 400 young people in one day and hopefully encourage at least some of them to pursue careers with us in the future.”

Sir Jim Mackey
Chief Executive,
Newcastle Hospitals



“ The NE1 Can programme is so important and beneficial to our students in raising their aspirations and inspiring their future careers. The engagement that students have with employers is second to none in providing our young people with insight, confidence, employability skills, and real-life careers support for the world of work. The feedback that students give about these events has been overwhelmingly positive, and NE1 CAN is our first choice when organising careers insight trips for our students.”

Janet Leigh
Lord Lawson of Beamish Academy

47

businesses hosted NE1 CAN events in 2024

“ We engaged with NE1 CAN to help us promote the finance apprenticeship opportunities at UNW to a broader and more diverse audience, and they really took the time to understand our firm and the challenges we face.

NE1 CAN helped us host an event for 30 interested students from local education providers, including several we had not previously engaged with. As a result we received applications from young people with various backgrounds. We're pleased to say that one of those applicants was offered a position and began their apprenticeship journey with us in September 2024.”

Richard Turnbull
Senior Marketing Manager, UNW



988

young people have attended an NE1 CAN event this year



New partners to the programme this year have included UNW, Nissan, Womble Bond Dickinson and Esh Group, and NE1 CAN continued its long-standing relationship with widely respected businesses including Rathbones, Eldon Square, and the Prison Service.

In February, **NE1 CAN hosted an 'Apprenticeships in Finance' event with UNW which resulted in a number of high-quality applications for their award-winning programme,** whilst March saw the tremendously popular Entrepreneurial Insights event, which is regarded as a highlight of the schedule, take place at the Helix. **With speakers including Atul Malhotra from the Malhotra Group and Charlotte Staerck from the Handbag Clinic, the event attracted over 160 young people** and will return in December at The Catalyst with speakers from Square One Law, Meldrum Construction, and others. Reflecting the needs of young people at this key time, the **summer programme saw a focus on longer events,** often a full day, to give participants more in-depth knowledge and work experience within specific sectors. This included sessions with the Great Run Company, Maldron Hotel, Crowne Plaza Newcastle, and Jacksons Law.

By offering a varied range of events, **NE1 CAN is uniquely placed to adapt its programme to respond to businesses' individual strategic needs,** and having a host of different models allows flexibility, meaning events can range from 12 to 200 attendees and offer everything from fireside chat-style presentations to hands-on work experience. **With over 988 young people having taken part in an event during the year,** the programme has further cemented its value to local businesses looking to engage on a profound level with the workforce of the future.

Financials

Statement of Comprehensive Income Year ended 31 March 2024

	2024 £	2023 £
Income	2,144,098	2,352,889
Programme expenditure	(2,275,081)	(1,850,566)
Gross profit	(130,983)	502,323
Administrative expenses	(429,722)	(337,736)
Operating profit	(560,705)	164,587
Other interest receivable and similar income	7,099	2,467
Profit before taxation	(553,606)	167,054
Tax on profit	(1,349)	(469)
Profit for the financial year and total comprehensive income	<u>(554,955)</u>	<u>166,585</u>

All the activities of the company are from continuing operations.
There were no related party transactions in the year.

The above is an extract from the audited financial statements, a full copy of which is available on request.

Statement of Financial Position at 31 March 2024

	2024 £	2023 £
Fixed assets		
Tangible assets	222,169	128,717
	222,169	128,717
Current assets		
Debtors	240,463	1,390,038
Cash at bank and in hand	1,045,539	593,637
	1,286,002	1,983,675
Creditors: amounts falling due within one year	(208,903)	(258,169)
Net current assets	1,077,099	1,725,506
Total assets less current liabilities	1,299,268	1,854,223
Net assets	<u>1,299,268</u>	<u>1,854,223</u>
Capital and reserves		
Profit and loss account	1,299,268	1,854,223
Members funds	<u>1,299,268</u>	<u>1,854,223</u>



In the coming financial year, the Board plan to allocate Members funds carried forward as below.

City Environment: 52%
Attracting and Promoting: 28%
Overheads: 15%
Business Leadership: 5%

Members funds carried forward at the end of financial year 2024/25 will be used for programme expenditure in the following year.

Governance

Newcastle NE1 Limited is a company limited by guarantee and operates within regulations set by government on Business Improvement Districts. The Board of Directors provides direction and strategic input and is responsible to the company's members for the conduct and performance of the company. The primary goal of the Board is to ensure that the company's strategy creates long-term value for business. The Board meets on a bi-monthly basis. There are 20 Directors and the Board is chaired by Adam Serfontein, Chairman of The Hanro Group.

There are three elements to the NE1 investment criteria, as follows:

1. BID Business Plan

Each individual project should fall into one of NE1's core programme areas, which are:

- Business Leadership; arguably the most important of the three areas, which relates to the opportunity afforded by NE1 for businesses to come together around a shared agenda with the resources necessary to back it up. Examples include NE1's work around the Retail Core, and Pavement Cafe policy
- City Environment; this involves delivery of large scale projects such as the Newcastle City Marina and the Bigg Market project, and practical, day-to-day projects such as the Street Rangers, Clean Team, and greening schemes
- Attracting and Promoting; these items are largely self-explanatory, but have included the Get into Newcastle marketing campaign together with supporting events such as NE1 Newcastle Restaurant Week, NE1's Screen on the Green and Magic Weekend

2. That there is commercial benefit to business, while recognising that each of the projects NE1 delivers will benefit different business sectors and geographical areas within the city centre more or less directly. The overriding requirement is that each delivers commercial benefit as widely as possible, with the combined package benefiting all.

3. That the portfolio meets the needs of all geographical and sectoral constituencies:

- An extension of point 2, the third of the three investment criteria recognises that NE1 has a very broad constituency ranging from professional services and property (31%), to leisure (33%), retail (20%), and miscellaneous others, which include public sector, charity, higher education and health (16%). The range of projects delivered by NE1 is therefore necessarily diverse

Directors (as at 31st March 2024):

Stephen Patterson

Chief Executive, Newcastle NE1 Ltd

Tariq Albassam

Director of Operations, Newcastle NE1 Ltd

Ben Whitfield

Director of Communications, Newcastle NE1 Ltd

Adam Serfontein*

Chairman, The Hanro Group

Non-Executive Chair, Newcastle NE1 Ltd

Gavin Black CBE*

Partner, Naylor's Gavin Black

Non-Executive Vice Chair, Newcastle NE1 Ltd

Ged Bell (Resigned 17 April 2024)

Councillor, Newcastle City Council

Tania Love

Director, Faulkner Browns Architects

Georgie Collingwood-Cameron

Managing Director, Admiral Associates

Arwen Duddington**

Chief Operating Officer, ZeroLight

Jacqui Kell

Executive Director/Joint Chief Executive,

Live Theatre

Steven Kyffin*

Creative Industries and Innovation Consultant,

Kyffin & Kyffin

Tom Caulker*

Owner, World Headquarters

Michelle Percy*

Director of Investment and Growth,

Newcastle City Council

Darren Richardson

Co-founder and Company Director,

Gardiner Richardson

Michael Capaldi (Resigned 17 April 2024)**

Dean of Innovation and Business,

Newcastle University

Cormac Hamilton (Resigned 1 September 2024)

General Manager, Eldon Square

Kieran McBride

Store Director, Fenwick

Lorraine Armstrong

Senior Investment Director, Canaccord

Nigel Emmerson**

Partner, Womble Bond Dickinson

Ollie Valkhard**

Director, Valkhard Group

If you would like information about how to become a member of Newcastle NE1 Ltd please visit:
www.NewcastleNE1Ltd.com/BecomingAMember

*Member of Appointments and Remunerations Committee

**Member of Risk and Audit Committee

Newcastle NE1 Limited
Suite A8
Milburn House
Dean Street
Newcastle Upon Tyne
NE1 1LE

0191 211 3951
info@newcastlene1ltd.com
www.newcastlene1ltd.com