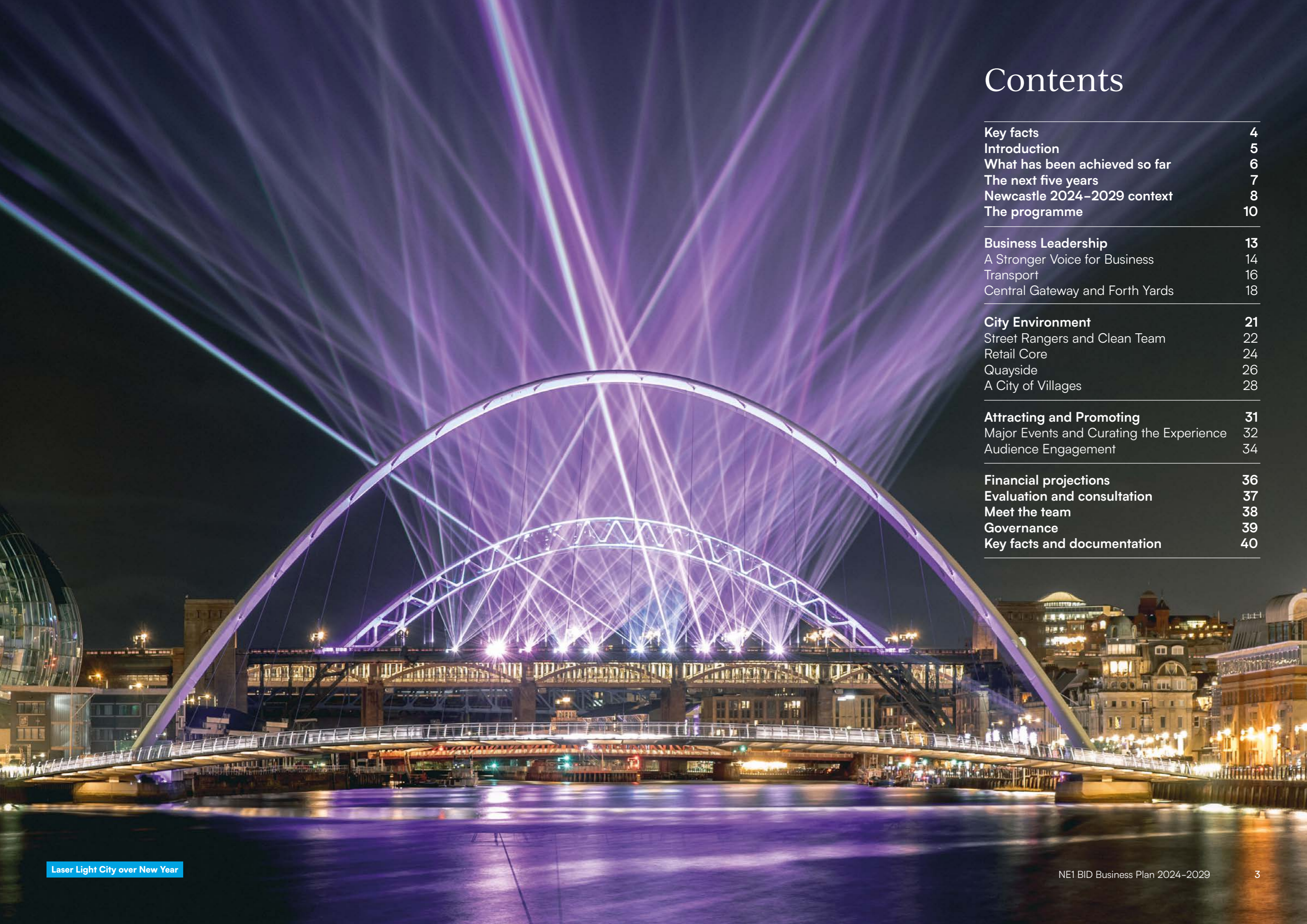


One City
One Vision
One Purpose
One Newcastle



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Key facts

Business Plan issued: 7th September 2023

Ballot opens: 22nd September 2023, 9am

Ballot closes: 19th October 2023, 5pm

BID term: 1st April 2024 – 31st March 2029

Consultation Process

NE1 has conducted a thorough consultation process throughout 2023 including:

100% of all businesses and HQs posted NE1's BID Renewal consultation document in June 2023

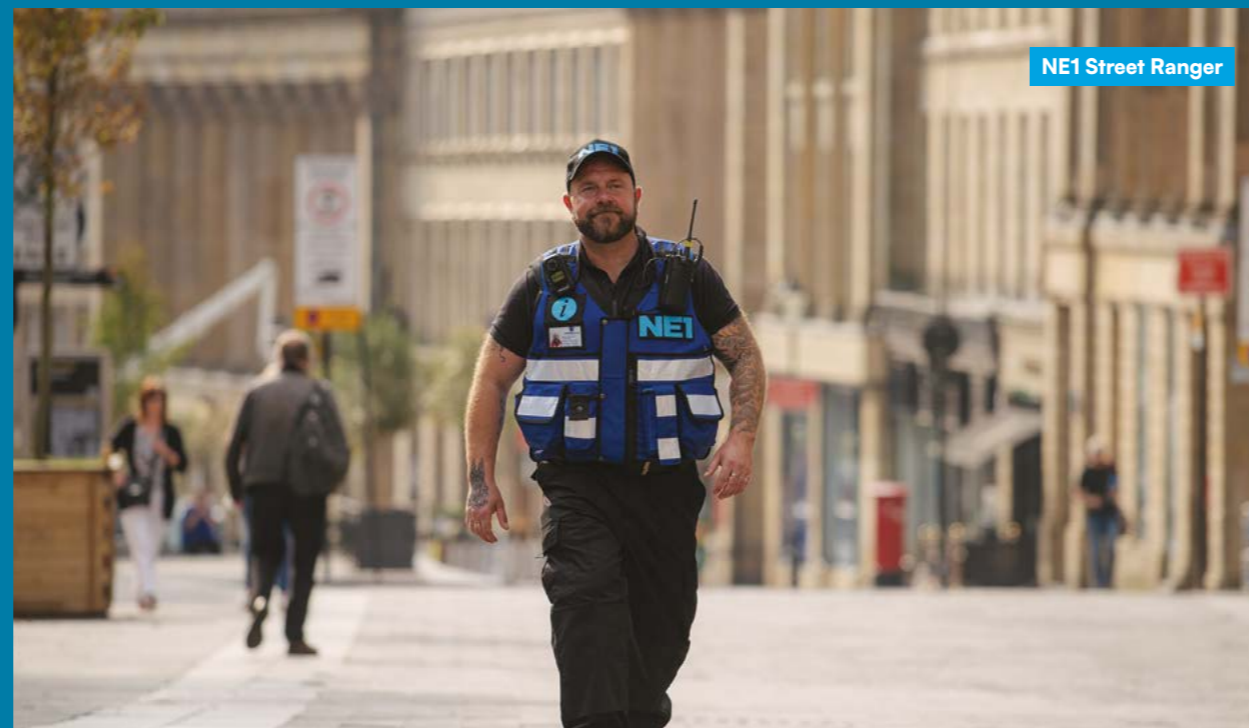
22 sectoral and geographical group meetings

100s of individual meetings with NE1 businesses

1,000 consumers and c.10% of NE1's businesses surveyed

Finance

NE1's levy rate will be 1.5% of rateable value, which will raise c.£2.2mn per annum or c.£11mn over the term. This is a lower levy rate than the regional average, which is 1.6%, however NE1 have proven adept at bringing in additional revenue over our three previous terms and we expect this to continue and grow further still.



Introduction

In October 2023, we will be holding our renewal ballot, seeking a further five-year term. A “yes” vote will secure the continuation and further development of NE1's existing projects, combined with ambitious new schemes focused on seizing the commercial opportunity provided by major developments in the city.

NE1 represents c.1,400 businesses across all sectors. All have their own distinct needs and ambitions for the city, but none operate in isolation. **The programme detailed in this proposal is the result of extensive consultation with businesses** and the need to deliver for all sectors.

It is clear from the consultation that there is a great deal of optimism regarding Newcastle's future, and **there is a genuine feeling that the city is on the cusp of something special.** This sense of optimism is coupled with the reality that the city faces significant challenges, not least in our public realm and how that experience impacts upon customers, clients, staff and residents.

We are extremely grateful for those that have contributed to the consultation process. **It has reconfirmed support for NE1's programme and has been fundamental in identifying opportunities to be grasped, and issues that need to be addressed** over the next term.

It is balancing this mix of strategic priorities, coupled with 'getting the basics right', that is so important in delivering **tangible results and long term value** for the city's businesses. **Ambitious, pragmatic, agile and responsive, NE1 have established a proven track record for getting things done** and making things happen.

From major projects such as Central Gateway and the Bigg Market transformation, to NE1's extensive annual events programme and our Street Rangers and Clean Team, **the scale of what Newcastle's businesses have achieved to date, acting collectively via NE1, has been hugely significant**, substantially improving the city for the better.

A positive vote in October is **the opportunity for the city's business community to engage, influence and chart a bold new direction for the city.**

Stephen Patterson
Chief Executive

Adam Serfontein
Chairman

What has been achieved so far...

Over our previous BID terms, NE1 has:

- **Delivered major capital projects** such as the Central Station Gateway Project, the NE1 Newcastle City Marina, the Bigg Market Regeneration Project, and the ongoing City Centre Transformation Programme
- Supported Newcastle City Council in securing **an additional £37.5mn of investment in the city's retail core**
- Secured a further **£4.1mn in direct grants and financial contributions** for various projects including the Bigg Market, Post-Covid Pavement Café Grants, Newcastle's Christmas and New Year celebrations, and NE1's Summer in the City activities
- Developed a **commercially focused annual events programme**, including Newcastle Restaurant Week and Laser Light City, that attracted 345,000 visitors and delivered £22.1mn of economic impact in the last year
- **Funded NE1's highly regarded Rapid Response Clean Team and Street Rangers** who annually remove more than 6,000 bags of litter from the city's streets, respond to over 5,000 rapid response cleaning requests and remove c.800m of graffiti from the city centre every year on behalf of our businesses



NE1's Quayside planters

NE1's Summer in the City



The next five years...

Over the next five years, NE1 will:

- Focus on **getting the basics right** by investing further in NE1's Rapid Response Clean Team and Street Rangers to permanently increase staff numbers and capacity, to improve the quality of the street environment for staff, customers and clients
- Continue to provide a **stronger voice for business**, championing the city's business community's strategic and operational ambitions at a local, regional and national level
- Deliver NE1's **much loved annual animation programme** and work with partners to **secure major events**
- Work with public and private sector partners to **secure additional investment in the city**, either directly through NE1, or supporting partners in their efforts, to increase economic growth and employment in the city
- Continue NE1's **greening and sustainability** work, providing temporary and permanent greening interventions, and continued focus on bin rationalisation and recycling
- Ensure that the **Quayside is best placed to take advantage of the commercial opportunities** presented by Gateshead's International Conference Centre and the Pilgrim Street development, by improving pedestrian linkages and architectural lighting
- Further **grow NE1's workforce development programme, NE1 CAN**, to raise aspirations and routes into employment
- **Lobby for increased investment** in the city's local, regional and national transport links

Newcastle 2024-2029 context

Newcastle is in the midst of a series of 'once in a generation' developments that will permanently alter the fabric of the city.

It is against the backdrop of these developments that we must work collectively, to ensure that Newcastle makes the most of these historic opportunities.

1. East Pilgrim Street

- £500mn+ investment
- 15,000 direct jobs
- £300mn annual GVA

2. Newcastle Helix

- £350mn investment
- 4,000 jobs

3. Stephenson Quarter

- £200mn investment
- 3,000 jobs

4. Gateshead International Conference Centre

- £350mn investment
- 1,000,000 annual visitors
- 2,000 jobs
- £70mn annual economic impact

5. Northumbria University: Centre for Health and Social Equity (CHASE)

- £120mn investment
- 500 staff and 5,000 additional students

6. Central Gateway and Forth Yards

- £450mn+ combined investment value
- 2,200+ homes



The programme

From extensive consultation with NE1's BID members throughout the year, there is a clear consensus on businesses' priorities for NE1's next term.

They are:

- **Getting the basics right** – ensuring that the experience of staff, customers and clients is as good as it can possibly be, and that the city feels safe and looks clean
- **Stronger voice for business** – lobbying on behalf of businesses on strategic and operational issues that make a big difference for them in the short, medium, and long term
- **Attracting and promoting** – celebrating the quality and diversity of the city's businesses, and delivering a strong annual programme of events that provide compelling reasons for people to visit more often, and stay longer
- **Playing to our place-based strengths** – celebrating and amplifying those things that make Newcastle unique, such as our world-class architecture, heritage, and myriad of districts or quarters that add depth to the experience of living in, working in, and visiting the city

Over the course of the next BID term, these priorities will be delivered under the headings of:

- Business Leadership
- Attracting and Promoting
- City Environment



Laser Light City



NE1's Summer in the City



NE1's Grey Street Gathering

GREY STREET GATHERING
 The Grey Street Gathering has been funded by the generous players of the Geordie Jackpot, which was established by Newcastle NE1 Ltd. 50% of all proceeds from this online lottery go for new projects and support good causes in Newcastle. To get involved and help deliver more projects like this visit: www.geordiejackpot.co.uk



Magic Weekend at St. James' Park



NE1's Summer in the City



NE1's Screen on the Green



NE1 Street Rangers

“ Through NE1, Newcastle’s business community and the City Council have achieved a great deal, working together collectively, not always without friction, to tackle issues, big and small. It is an exciting time for Newcastle, and there remain significant challenges, coupled with huge opportunities and that is why I urge all NE1 members to vote yes, to continue to help shape the ongoing development of the city.”

Cllr Nick Kemp, Leader, Newcastle City Council

“ Newcastle is undergoing a renaissance, with coordinated public and private sector investment at an all-time high. NE1 plays an important role in helping shape the strategic direction of the city. This, combined with a focus on the day-to-day experience of those that live in, work in and visit Newcastle, is of critical importance to Newcastle’s ongoing success. That is why we will be voting yes for another five-year term.”

John Edgar, CEO, Fenwick

Business Leadership

A strong voice for business is an essential element of any successful city. Since its inception, NE1 has provided this on a wide range of issues. From transport to investment, policing, crime and a range of operational issues important to businesses, and the environment in which they trade. The positive impact of this work is evident across the city.

NE1 provides a vehicle for businesses to express views, coalesce on important issues, and to engage with partners to drive forward positive change. Success to date has been a direct result of businesses providing their skill, knowledge and experience to set the agenda, identify problems and opportunities, and bring partners together to collectively address and solve problems.

That Newcastle is subject to such unprecedented levels of growth and investment is welcome, but it brings with it both challenges and opportunities. The city needs a plan for managing this success, and the views of businesses being heard at the highest level will be essential in ensuring the city rises to the challenge, and grasps these opportunities to move Newcastle forward.

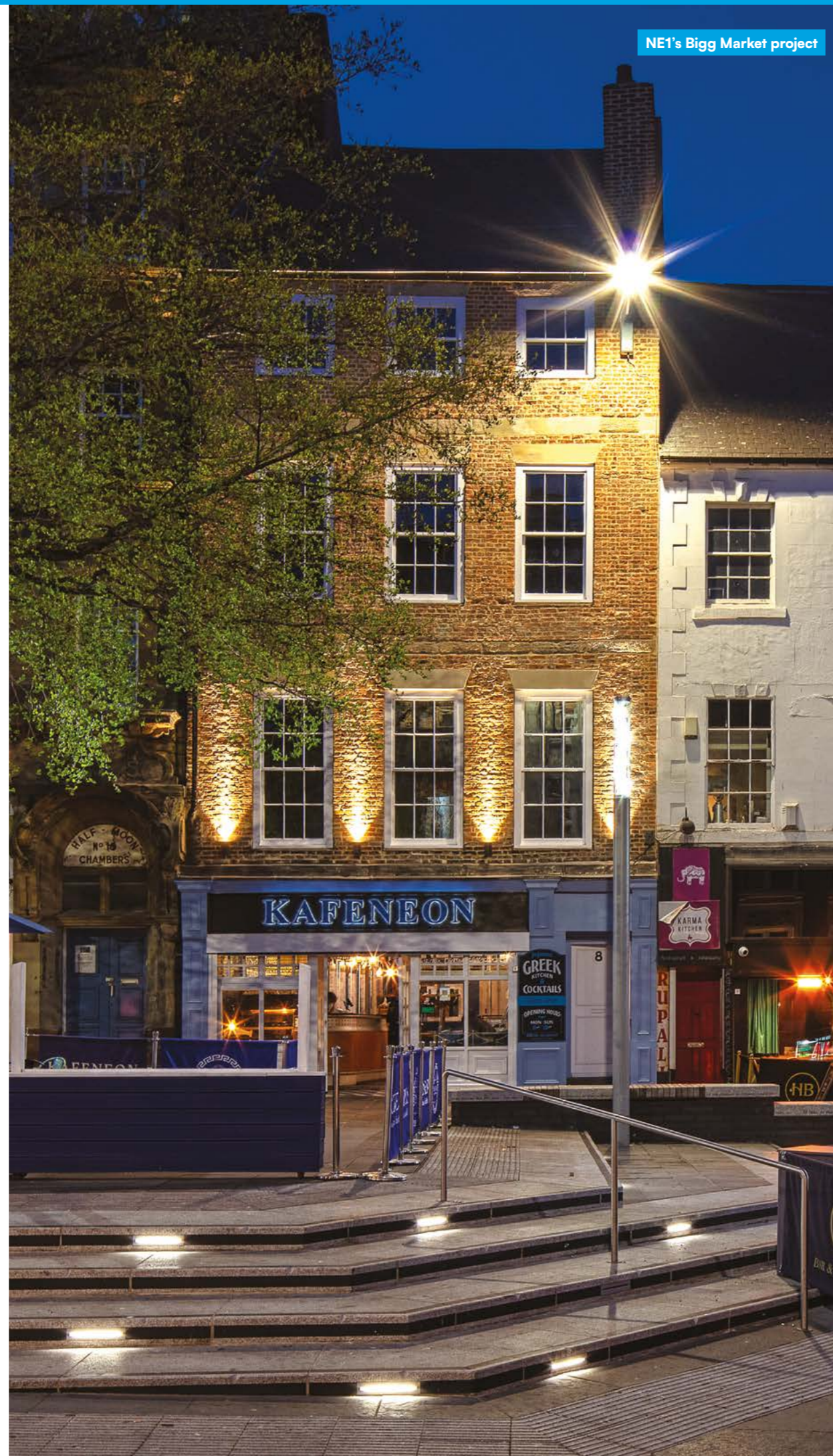
Business Leadership A Stronger Voice for Business

It is the strength of Newcastle's business community and their resolute desire to see the city grow and improve that has provided the foundation for NE1's advocacy programme.

From policy and planning, to strategic opportunities and local operational issues, where there has been a requirement from business, NE1 have championed their cause, bringing parties together to impact meaningful change.

NE1 has delivered:

- Significant financial contributions from The Heritage Lottery Fund, the City Council and building owners to **transform the Bigg Market**, bringing back into use 98,000 sq ft of vacant space and creating 330+ new jobs to date
- Supporting the City Council in **securing £37.5mn investment in Newcastle's retail core** to catalyse development and supercharge economic growth
- A collective approach to **attracting, securing and delivering major events** such as the Heineken and Challenge Cups, Rugby League World Cup and Magic Weekend
- Helped businesses **access Covid grants and navigate the regulations and guidance** as the country emerged from lockdown
- Secured and **awarded £450,000 in pavement café grants to 122 businesses**
- Represented business on a wide range of issues including licensing and transport, **helping influence policy** on areas such as the Clean Air Zone, parking charges, licensing policies and changes to the city centre road network
- **Secured significant investment** from the City Council in Newcastle's Christmas and New Year celebrations



NE1's Bigg Market project

The next five years...

Agile and responsive, NE1's approach has been proactive on long term strategic opportunities, and responsive to businesses' day-to-day concerns.

It is this marrying of the strategic and operational issues that has ensured NE1 has become an integral element in influencing the direction of travel for the city centre in the short, medium and long term. With so much change taking place in the city, the voice of businesses is needed now more than ever to ensure that issues are resolved, and opportunities grasped.

NE1 will:

- Continue to work with our partners to **raise the profile of the city** on a regional, national and international level
- Support the Mayor and new North East Combined Authority to **ensure the business community's voice is heard at the highest levels**
- **Lobby for increased investment** in Newcastle's regional, national and international transport links
- Work with businesses to **ensure successful implementation of the retail core development**
- Continue to **expand NE1's workforce development programme, NE1 CAN**, to maximise the impact for Newcastle's businesses

“The assistance NE1 provided through the pandemic was nothing short of imperative. Understanding which grants were available, how to access them and understanding the rules and restrictions on how we could trade was pivotal in keeping the business going.”

Mike Hesketh, Owner, Horticulture

Business Leadership Transport

Feedback from business has been loud and clear, for Newcastle to continue to grow, and grasp the significant commercial opportunities that lie ahead, the city needs to be seen as welcoming and open for business.

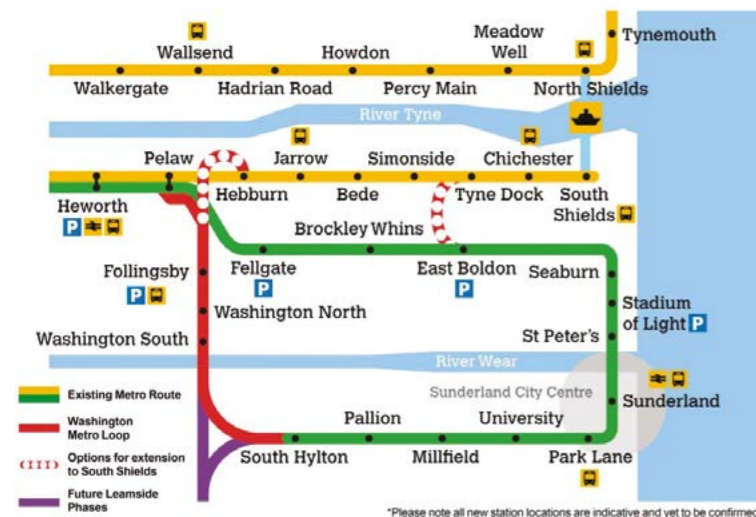
Whether people are coming to the city to take advantage of work opportunities, shop, socialise or visit, **easy access to and from the city centre is a vital component of a healthy city.** As such, representing business on all aspects of city transport will be a central theme over the next term.

Key facts

£470mn expected economic benefit of the Northumberland Line

£90mn economic benefits to the region per year from the Leamside Line

8mn additional passenger journeys per year on the Washington Loop



*Please note all new station locations are indicative and yet to be confirmed.



Tyne and Wear Metro's new train visualisation

The next five years...

NE1 will:

- Establish a City Centre Business Transport Group to **provide challenge, advocate improvements, respond to proposed plans and support emerging opportunities** to improve access to the city
- Represent businesses on a wide range of transport issues, including but not limited to:
 - **Improving parking provision** – including policy, pricing, and quality of experience
 - **Improving public transport provision** – including frequency, pricing, ticketing and experience
 - **Supporting improved regional links** such as the Northumberland Line, Leamside Line and Washington Loop Metro extension
 - Supporting further development of the region's air and sea transport links

“ The Leamside Line and Washington Metro Loop proposals represent a clear economic opportunity to Newcastle and the wider region. Support from business will be crucial in making the case to Government for investment. I look forward to working with NE1 and the businesses of Newcastle on turning these bold plans into reality.”

Tobyn Hughes, Managing Director, Transport North East

Business Leadership Central Gateway and Forth Yards

With Pilgrim Street, Helix and Stephenson Quarter now all well underway, the area to the west of Central Station to the Utilita Arena represents the last major brownfield site within the city centre.

In multiple ownership, the site comprises six core plots, with the **capacity for 2,200+ homes, 5,000+ residents and £450mn+ investment.** It is significant, and so too is the commercial opportunity to better link the site with Newcastle College to the north, Central Station and the city centre to the east, and the Quayside to the south.

Following on from NE1's previous work on the Central Gateway project, there is a clear commercial and social value in unlocking this site and bringing it forward in a strategic way to benefit owners, businesses, residents and the city as a whole.

Key facts

525 apartments planned for Pottery Lane site

£250mn value of Quayside West development on Skinnerburn Road



Pottery Lane development visualisation

Image credit: FaulknerBrowns Architects

Quayside West development visualisation



The next five years...

NE1 will:

- Work with public and private sector partners on a **master plan for the site**
- **Maximise opportunities to better connect the site** with the Quayside, Newcastle College, and the city centre

“ Newcastle College and Newcastle Sixth Form College are huge assets to the city. With over 11,000 students at our city centre campus, there is a huge opportunity to connect the campus with the commercial and cultural heart of the city, providing a great experience for College staff, students, business, visitors to and residents of Newcastle.”

Jon Ridley, Deputy Principal (HE), NCG



“ NE1 is an organisation that passionately advocates for Newcastle city centre. They are a much-valued partner and together we have worked tirelessly to tackle crime and antisocial behaviour on our streets. This is a partnership I look forward to continuing, with plans to work even more closely. Together we will commit to finding new solutions that prevent crime and ASB alongside Northumbria Police who are prioritising visibility and neighbourhood policing in Newcastle City Centre.”

Kim McGuinness, Northumbria Police and Crime Commissioner

City Environment

Newcastle has all the key ingredients you could wish for in a major European regional capital city; an iconic waterfront and bridges, world-class architecture and educational establishments, cutting-edge health and professional services sectors, a regionally dominant retail offer, fantastic leisure and hospitality venues and leading cultural attractions.

It is of little use going to great efforts to attract people to the city to study, work or visit, only for them to be left underwhelmed with the experience when they are here.

That is why getting the basics right is so important to Newcastle being an attractive place to work, study, visit or socialise. All deserve an experience that meets, or exceeds, their expectations.



City Environment Street Rangers and Clean Team

It is no overstatement to say that the most common theme that came from businesses across all sectors during the renewal consultation has been the importance of the on-street environment for staff, clients and customers.

Litter, graffiti, begging, antisocial behaviour, retail theft, drug paraphernalia. There are no shortage of on-street issues that detract and damage people's perceptions of the city.

The need to get the basics right has been a central pillar of NE1's delivery since we were established in 2009, and it remains one of the most valued elements of our programme. It is essential in providing a positive experience for people in the city.

NE1's pragmatic approach and 'can-do' attitude to resolving issues and working with partners, such as the City Council and Northumbria Police, delivers tangible results on behalf of our businesses daily.

NE1 has delivered:

- Responding to business concerns, NE1 established Newcastle's Business Crime Reduction Partnership with the City Council and Northumbria Police, to target resources where they are needed most
- 5,000+ Rapid Response cleaning jobs completed per annum
- 2,500+ business interactions per annum

Key facts

6,000 black bin bags of rubbish removed per year

850m of graffiti removed per annum

10,500+ additional hours of on-the-ground resource committed per year by NE1 during the next term



NE1 Street Rangers



NE1 Clean Team



NE1's Business Crime Reduction Partnership

The next five years...

NE1 will:

- Permanently add two additional Street Rangers to increase capacity and better resolve on-street issues on behalf of businesses
- Permanently add two additional team members to NE1's Rapid Response Clean Team to both increase capacity and the range of services provided
- Continue to grow NE1's Business Crime Reduction Partnership and the number of participating businesses to highlight areas of most need and help focus resources
- Increase CCTV coverage across the city combined with dedicated NE1 monitoring capacity

“ NE1's Clean Team are an invaluable resource that we use at least twice a week. A credit to NE1 and the city, we can't speak highly enough of them and the services they provide.”

Paul Watts, Lead Bookseller, Waterstones

“ The environment in which businesses trade is critically important in providing an experience for customers that exceeds their expectations. This absolutely needs to be a priority for NE1 over the next term.”

Terry Laybourne, Director, 21 Hospitality Group

City Environment Retail Core

With Northumbria and Newcastle universities, the RVI, and Civic Centre adjacent, Newcastle's retail core is the beating heart of the city.

It is a hugely important part of the city centre and is integral to the wider perceptions of Newcastle. That is why it has remained a **key focus of NE1's lobbying, marketing and events activity** over the previous three BID terms.

By 2027, the **Pilgrim Street development will be complete and will house 15,000 workers**. The economic impact of this for retail and leisure businesses in the area will be significant, greatly increasing the latent market in the city. Dovetailing in with this development, the **£37.5mn retail core investment** via the City Centre Transformation Programme (CCTP), **will transform the public realm, delivering a modern retail environment** that customers expect and demand.

An investment of this scale in Newcastle's retail core is hugely welcome, but it does not come without issues, disruption and inconvenience. As we have experienced with Saville Row, Ridley Place and Grey Street, working collectively to implement change, keep businesses informed and solve problems as they arise is no less important.

NE1 has delivered:

- Worked with businesses and the City Council to **lobby for, and secure, £37.5mn of investment** in the retail core's public realm
- **Transformed the retail core's summer experience** with Screen on the Green and family fun zones, combined with Grey Street Gathering and Grainger Garden outdoor activations
- Lobbied for, and secured, an **expansion of Newcastle's Christmas Markets** (previously two-week duration and located at Grey's Monument), to a six-week duration with a focus on local traders and produce, and taking over Old Eldon Square as part of the offer
- **Heavyweight marketing exposure** through NE1's printed and digital marketing channels



The next five years...

NE1 will:

- Work closely with businesses to **effectively manage delivery of the existing phases of work** to Northumberland Street and Grey Street to **minimise disruption and tackle issues** as they arise
- Support the City Council and **work with businesses on the review of plans for Old Eldon Square, Blckett Street and Pilgrim Street**
- Continue to **deliver an annual events programme** focused on **driving footfall and spend in the summer and winter seasons**, focused on families
- Support retailers and businesses **via NE1's heavyweight marketing campaign and digital channels**

“ We love the vision and plans for Grey street, but it's more than that; NE1's installations throughout the city just make Newcastle a better place to be.”

Alison Poppleton, Owner, Skullduggeri, Grey Street

“ As a business, we're committed to investing in our stores to give people more reasons to visit their local shopping areas. That's why we've invested significantly in our Northumberland Street store, so it's great to see the street finally getting the investment it so deserves.”

Tracey Yeoh, Store Manager, Primark

City Environment Quayside

There are not many cities that can boast an iconic view which people can instantly recognise nationally and internationally.

Newcastle's Quayside and its bridges are recognised across the world. In a city rich with gems, it is the jewel in the crown.

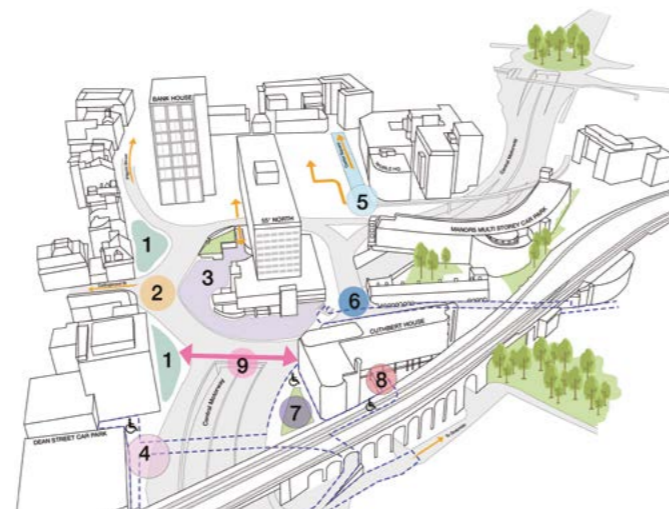
To the south, Gateshead's International Conference Centre is scheduled for completion in 2025, bringing with it 1mn additional visitors to the Quayside and £70mn estimated spend per annum. To the north, tenants are already moving into Pilgrim Street's landmark Bank House development, with HMRC and the rest of the development's expected 15,000 staff due to be fully moved in by 2027.

The Quayside is perfectly nestled between these two landmark developments and it is right that we ask, are we making the most of these huge commercial opportunities?

In 2022, NE1 commissioned a vision scoping study for the Quayside. Supported by local architects, landscape designers, and with feedback from over 3,000 residents, it identified five key themes, essential in ensuring the Quayside retains its position as the jewel in Newcastle's crown. Of these, heritage, lighting, and access are highlighted as priority areas. These themes are opportunities for the Quayside, and businesses located there, to create a visitor destination we can all be proud of.

NE1 has delivered:

- Newcastle City Marina – bringing yachts back to the river and hosting events such as the Dragon Boat Race, Maritime Heritage Weekend and the Boat Race of the North
- Transformed Newcastle's New Year's Eve experience into the UK's largest three-day laser show attracting 30,000+ people
- Fanzones for the Heineken and Challenge Cup and Rugby League World Cup
- Commissioned Europe's largest temporary floor mural
- Significant family-orientated summer activities and installations which have extended the Quayside east



55 Degrees roundabout site study. Image credit, Ryder Architecture.

“ 55 Degrees roundabout is the most direct pedestrian route for staff and clients visiting our Quayside office from the city centre. Its current state of disrepair is an active deterrent for people to use it, and it's not the experience I want for my staff or clients.”

Stephen Hall, Senior Partner, Deloitte

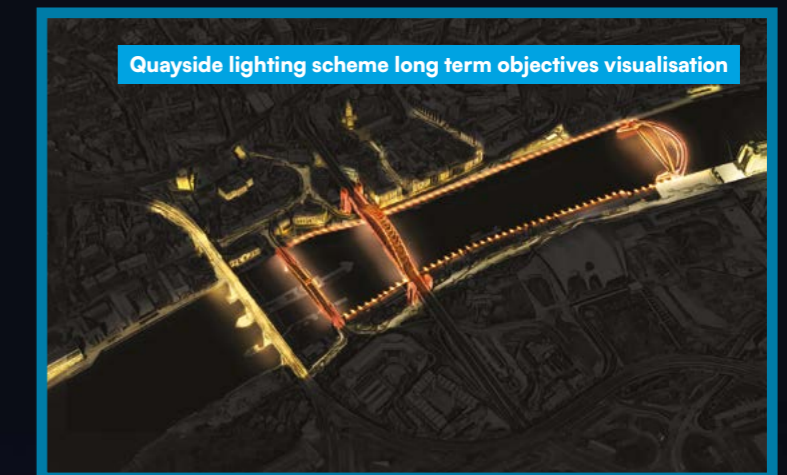
The next five years...

“ We are proud of the contribution East Pilgrim Street is making to the ongoing development of the city centre. NE1 have been a passionate advocate of the scheme, and we look forward to working with NE1, the City Council and the surrounding property owners in improving the 55 Degrees pedestrian experience.”

Roger Thornton, Motcomb Estates, Pilgrim Street development

NE1 will:

- Work with businesses, building owners and occupiers to deliver a strategic lighting scheme for the Quayside, celebrating the heritage and architecture to create a compelling view, worthy of this city, its businesses and its residents
- Work with building owners and the City Council to dramatically transform 55 Degrees roundabout from a destination best avoided, to the simplest and most beautiful route to the Quayside and the east of the city
- Continue to maximise opportunities for on-river activity and events via our Newcastle City Marina
- Continue with NE1's seasonal Quayside events programme, summer activities, placemaking and cultural installations, and the Quayside's spectacular New Year's Eve event



Quayside strategic lighting scheme visualisation

City Environment A City of Villages

It is clear from talking to businesses throughout the consultation that they are justifiably proud of their own areas; the buildings, businesses, and people that make them unique.

Districts, quarters, villages... call them what you will, but **they are what makes Newcastle special**. NE1 has shown the commercial and social value of place-based interventions elsewhere in the city, and **there remains huge scope to further deepen the city's offer**, by working with businesses and communities around the city centre to **celebrate what makes these places what they are**.

Interventions can be strategic and long term, or short-term seasonal pop-ups, but **what is most important, is that they are of the city, and of the community**. Working on these projects helps foster a shared pride in place, and **brings businesses and people together, working collaboratively** to revitalise them, and encourages people to look at them with a fresh set of eyes.

“ NE1 have been fantastic at working with the Chinese community in China Town over the years, and have been brilliant in helping the community to further plans for a catenary lighting system for Stowell Street.”

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



Newcastle's China Town arch



Pink Lane Bakery



NE1's King Street stairs installation



NE1's Wesley Square mural

The next five years...

NE1 will:

- Work with businesses and communities on **place-based interventions in the following areas**:
 - China Town
 - The Pink Triangle
 - Pink Lane
- Continue to work with businesses in the retail core (page 24) and Quayside (page 26) on place-based interventions
- Work with business and communities elsewhere in the city, on **plans for their areas**

“ Pink Lane has a great mix of locally owned businesses and an eclectic, diverse clientele. It's a primary route to and from St. James' Park and there's a real opportunity to do something that recognises what makes Pink Lane special. I'm delighted to be working with NE1 on the idea I pitched to them to turn the street pink!”

Justin Loblack, Owner, The Madhouse

Key facts

5 Newcastle is home to one of only five major China Towns in the UK

90m NE1's Quayside mural at Wesley Square is over 90m long

“ The city experience is an intrinsic part of Northumbria University’s student and staff offer. We’re investing in our city centre campus, bringing our staff and students together in one central location, and absolutely support NE1’s ongoing efforts to drive positive change and keep the city vibrant and attractive.”

Professor Andy Long, Vice-Chancellor and Chief Executive, Northumbria University

“ The projects NE1 delivers have a massive impact on the city. Major events like Magic Weekend and the Rugby League World Cup are hugely positive for our business. I still think there is so much opportunity to increase the number of major events at St. James’ Park. Take the Sam Fender weekend as an example. As a city, we have the assets and capabilities, and it highlights the positive impact and the significant potential for more.”

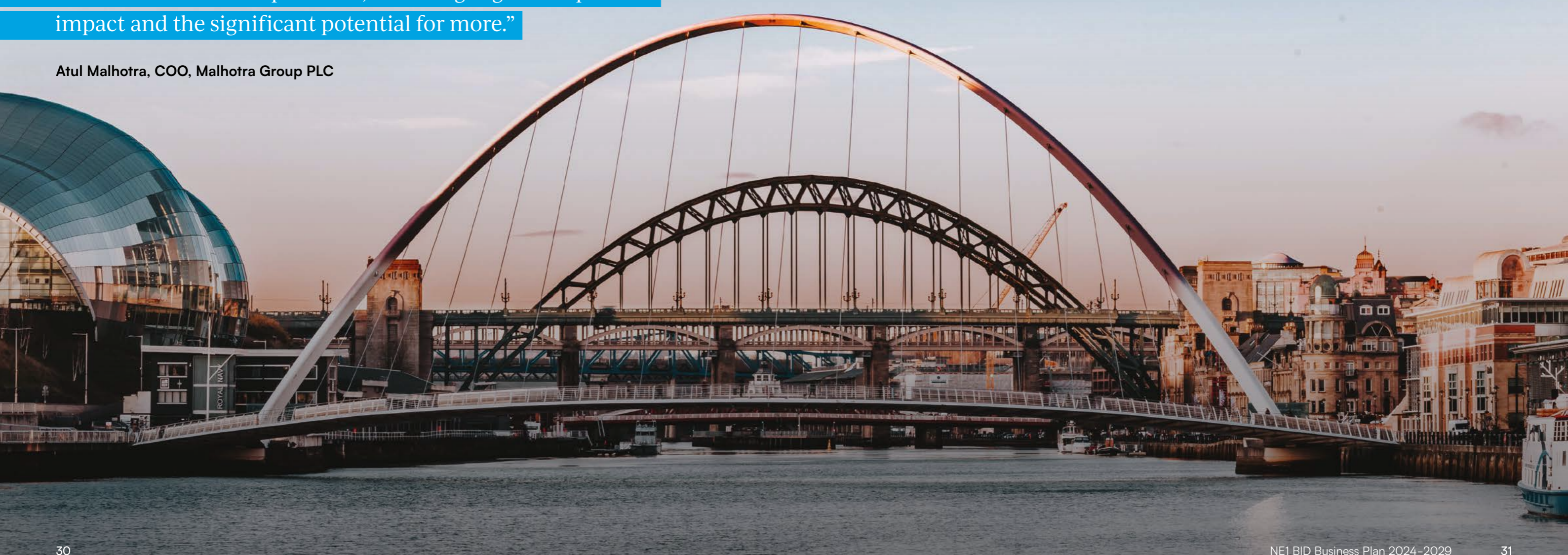
Atul Malhotra, COO, Malhotra Group PLC

Attracting and Promoting

Newcastle is home to two Michelin stars. Has more restaurants per capita, more independent restaurants per capita, and more theatre seats per capita than any other city outside London. It is the most popular regional retail destination, home to amazing cultural venues, and to the only Premier League and Champions League football team in the North East.

In short, the quality and diversity of Newcastle’s collective offer is phenomenal. As such, NE1 has made it our mission not to be ‘shy bairns’, and to shout about this from the rooftops.

We do this, not just to drive commercial value for our retail, leisure and cultural venues, but because it is hugely important to attracting and retaining the talent that our professional services firms rely on.



Attracting and Promoting Major Events and Curating the Experience

From the Rugby League World Cup to concerts at St. James' Park, and the Great North Run, Newcastle comes alive when we host major events.

We are a relatively small city, but perfectly formed. Hotels, bars, restaurants, shops and traffic links are all within a short walking distance. It is unique amongst UK cities. **We know the commercial value that bringing big events to Newcastle delivers**, but there is a social value too; pride from the people of the city that we put on a good show, and welcome people from around the world.

The partnership of the City Council, Newcastle United, and NE1 has delivered significantly over the years and it **remains crucially important in securing future events** like concerts at St. James' Park and the UEFA Euro 2028 Football Championship.

Major events are important, but so too is growing our own annual programme. Prior to NE1, Newcastle's events calendar consisted of a Christmas Lights Switch On, two weeks of Christmas Markets and a New Year's Eve fireworks display. Now, the city boasts two Restaurant Weeks, Summer in the City with Screen on the Green, over 180 free family activities, and summer pop-ups, as well as a much improved six-week Christmas Market and New Year's Eve laser extravaganza.

“ We've loved being involved in NE1's Summer in the City events programme. It's great to bring what we do in Dance City out into the public realm and engage with a whole new audience.”

Anand Bhatt, Artistic Director and CEO, Dance City

Rugby League World Cup opening ceremony



NE1's Screen on the Green



NE1's Summer in the City



The next five years...

NE1 will:

- Work with the City Council, Newcastle United and other partners to **attract and support major events** like Magic Weekend, the UEFA Euro 2028 Football Championships and concerts at St. James' Park
- Work with the City Council on further **expanding and improving Newcastle's Christmas Markets and New Year celebrations**
- Continue to deliver **NE1's highly regarded annual events** such as;
 - Summer and winter Newcastle Restaurant Week events
 - Summer in the City including Screen on the Green, as well as retail core and Quayside activities and installations
- Continue to **support cultural events including Northern Pride, Newcastle Mela and Chinese New Year**, and provide additional opportunities, where possible, to promote and support the city's cultural venues and organisations

“ Newcastle United is more than just a football club, and St. James' Park is more than just a stadium, it's the cathedral on the hill. It is unique and delivers a fan experience second to none. Working with NE1 and the City Council, we're proud of what has been achieved to date. We want to do more, and are committed to working collaboratively to bring more major events to the city.”

Darren Eales, Chief Executive, Newcastle United

Attracting and Promoting Audience Engagement

It is not good enough for Newcastle to have a fantastic offer, people need to be reminded of what we have, and informed of what is new.

The battle to keep Newcastle ‘front of mind’ within our regional catchment area is relentless and since NE1 was established we have taken every opportunity possible to shout from the rooftops about how amazing this city is. Our story is strong, and it is compelling.

We have created regionally dominant media channels to keep our audience informed and entertained, and the growth of these channels has been extraordinary.

Key facts

190,000+ social media followers

14.6mn impressions of NE1’s advertising campaigns in 2022–23

165 press and media appearances in 2022

840,000+ reach per month on Instagram Reels

“ NE1’s social media channels are a tremendous resource for the city’s businesses to call upon. The team are passionate about what they do, and the quality of their work really shines through. So much so, it was picked up by our HQ, and featured on our national channels.”

James McKenzie Roberts, Premier Inn Hotel Manager

Newcastle NE1’s Instagram feed



NE1’s Get into Newcastle magazine



The next five years...

NE1 will:

- Promote the quality and diversity of the city’s businesses. NE1 will continue to **deliver a heavyweight and integrated marketing campaign** for the city
- Continue to **develop NE1’s regionally dominant social media channels** to drive engagement and awareness of the city’s offer
- Continue to deliver **NE1’s highly regarded Get into Newcastle listings magazine**
- Continue to provide **consistent and coordinated PR messaging proactively promoting the city**, and supporting our businesses and events
- **Grow NE1’s corporate digital channels** to better promote the city’s professional services firms and the great work they do

“ NE1’s marketing support has delivered tangible commercial impact for us on several occasions since we opened in the city. We know we can rely on the NE1 team to craft excellent content, and being able to tap into their audience has helped enormously in putting Gaucho on the city’s culinary map.”

Sean Weeraratna, Operations Manager, Gaucho

Financial projections

Set out below are the financial projections for NE1's fourth term. Having secured directly, or supported partners in securing funding for projects such as the Central Gateway, Bigg Market, and retail core over our previous BID terms, we are confident of leveraging or securing further significant funding (private and public sector) for projects moving forward.

As good practice, a contingency of 5% within BID levy income has been applied for the period 2026-2027, for the scheduled Business Rates

Revaluation in 2026. We're optimistic that any reductions to rateable values, resulting in a shortfall of BID levy, would be more than made up due to new hereditaments currently under development or in planning.

Overheads as a proportion of expenditure are less than 20% per annum over the period. These include non-project attributable salaries, rent, rates, utilities, and office costs as well as depreciation on NE1's fixed assets (principally Newcastle City Marina).

Financial year	2024 - 2025	2025 - 2026	2026 - 2027	2027 - 2028	2028 - 2029
Income					
BID Levy*	£2,269,000	£2,338,000	£2,221,000	£2,287,000	£2,287,000
Commercial Promotions	£40,000	£50,000	£60,000	£70,000	£80,000
Sponsorship and Other Revenue	£58,000	£59,000	£61,000	£62,000	£64,000
Carryover	£547,000	£595,000	£669,000	£507,000	£441,000
Available In-Year Funds	£2,914,000	£3,042,000	£3,011,000	£2,926,000	£2,872,000
Expenditure - Business Leadership					
Lobbying, Profile and Investment	£40,000	£40,000	£40,000	£40,000	£40,000
Workforce Development	£8,000	£8,000	£8,000	£8,000	£8,000
Direct Salary Costs	£78,000	£80,000	£83,000	£85,000	£88,000
Total Business Leadership	£126,000	£128,000	£131,000	£133,000	£136,000
Expenditure - Attracting and Promoting					
Digital Marketing, Advertising and PR	£211,000	£212,000	£263,000	£214,000	£265,000
Major Events and Annual Events Programme	£295,000	£299,000	£303,000	£307,000	£311,000
NE1 Magazine	£45,000	£46,000	£48,000	£49,000	£51,000
Direct Salary Costs	£171,000	£176,000	£182,000	£187,000	£193,000
Total Attracting and Promoting	£722,000	£733,000	£796,000	£757,000	£820,000
Expenditure - City Environment					
Street Rangers and Clean Team	£530,000	£546,000	£562,000	£579,000	£597,000
Newcastle City Marina	£30,000	£30,000	£30,000	£30,000	£30,000
Pocket Parks and Neighbourhood Interventions	£316,000	£323,000	£330,000	£337,000	£344,000
Direct Salary Costs	£217,000	£224,000	£230,000	£237,000	£244,000
Total City Environment	£1,093,000	£1,123,000	£1,152,000	£1,183,000	£1,215,000
Overheads					
Overheads	£378,000	£389,000	£400,000	£412,000	£424,000
Evaluation	£0	£0	£25,000	£0	£25,000
Total Overheads	£378,000	£389,000	£425,000	£412,000	£449,000
Total Expenditure	£2,319,000	£2,373,000	£2,504,000	£2,485,000	£2,620,000
Working Capital**	£595,000	£669,000	£507,000	£441,000	£252,000

* assumes a 96% collection rate which is kept under review. Each year NE1 applies the inflation rate as at the previous September, excluding the first year which isn't subject to inflation. At the end of each financial year the levy is returned to 1.5% and the process is repeated. NE1 has never "compounded" the figure.

** this is the income which has not yet been allocated and is in addition to the individual project contingencies of at least 5% per project.

Evaluation and consultation

Evaluation

Throughout NE1's previous terms, we have regularly evaluated the impact of our work and this evaluation has consisted of three main elements.

Firstly, independent regular business and consumer surveys before the start of a BID term, midway through the BID term and prior to a renewal ballot (most recently conducted by Explain Research in April 2023). Whilst survey respondents can vary across the term, the target is 1,000 consumer respondents and a 30% representative sample of NE1's BID members. In addition to this, independent research has regularly been commissioned on specific project-related themes, for example most recently with regard to Laser Light City in January of 2023, and 2022's Summer in the City programme.

Finally, but perhaps most importantly, is data supplied directly to NE1 by our businesses on an annual, or event/project basis that is used to evaluate the direct impact of our projects on those businesses they are designed to benefit (whether by sector or geographic area).

Beyond this, on an ongoing and informal basis, the NE1 team discusses with its businesses, both individually and in a series of groupings, the delivery of the programme and receives feedback on a daily basis.

During a fourth term, NE1 will continue to have its work independently evaluated in a similar fashion. The evaluation will be tailored to the evolving programme and will include research into business and consumer perceptions and further economic impact analysis.

Consultation

NE1 has gone through a comprehensive process of consultation over recent months in order to arrive at the programme set out in this Business Plan.

This has included:

- Conducting formal, independent research through Explain Research in April 2023 into businesses' perceptions of NE1's programme and the wider city
- Individual meetings with hundreds of our businesses
- 22 sector and geographically-based group consultation meetings
- Feedback daily from NE1 businesses (via written correspondence, phone calls or one-to-one meetings) with conversations at both local and HQ level
- The publication and mailing to 100% of NE1 members (HQs and local branches) of our business consultation document in June 2023
- Explain Research survey of 1,000 consumers in April 2023

We are confident that this process has resulted in a proposal which reflects businesses' priorities.

Don't forget to cast your vote before 5pm on 19 October 2023 to ensure NE1 keeps on delivering for the businesses of Newcastle.

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.



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Governance

NE1 is a company limited by guarantee and is not-for-profit. Its primary purpose is to secure long-term value for Newcastle city centre's businesses. It has a Board of 20 Directors which meets bimonthly.

Directors (at time of going to print, August 2023):

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*
Managing Director, Hanro Group
Non-Executive Chairman, Newcastle NE1 Ltd

Gavin Black CBE*
Partner, Naylor Gavin Black
Non-Executive Vice Chairman, Newcastle NE1 Ltd

Ged Bell
Councillor, Newcastle City Council

Tania Love
Associate Partner, FaulknerBrowns 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 Place, Newcastle City Council

Darren Richardson
Co-founder and Company Director,
Gardiner Richardson

Michael Capaldi
Dean of Innovation and Business,
Newcastle University

Cormac Hamilton
General Manager, Eldon Square

Kieran McBride
Store Director, Fenwick

Lorraine Armstrong
Divisional Director, RBC Brewin Dolphin

Nigel Emmerson
Partner, Womble Bond Dickinson

Ollie Valkhard
Director, Valkhard Group

*Member of Appointments and Remuneration Committee

Key facts and associated documentation

1. NE1 has entered into Baseline Service agreements with Newcastle City Council and Northumbria Police. These will continue to ensure that NE1 only deliver additional services.
2. NE1 has also entered into an Operating Agreement with Newcastle City Council.
3. Newcastle City Council has approved the detailed BID Proposal as required by the Regulations.
4. No discount has been applied to shopping centres or charities other than the existing exemption for walk-in charitable advice centres. The reason for this is that NE1's programme is designed to, and we believe does, deliver significant benefits to all businesses. The primary focus is not, as it is with some BIDs, on street cleaning and environmental "housekeeping".
5. The BID levy rate is 1.5%, adjusted for inflation, of the Rateable Value (RV) on all eligible properties (hereditaments) with a RV of £20,000 or more. NE1 has 1,376 hereditaments from 930 businesses. In the first year the levy will be 1.5% of the RV of the hereditament. At the beginning of subsequent financial years, the CPI inflation rate, as at September of the preceding year, is applied. At the end of each financial year the levy is returned to 1.5% and the process is repeated. Assuming a positive renewal ballot, the levy will be 1.5% in April 2024 and inflation won't apply until April 2025. NE1 has never "compounded" the figure.
6. The levy will be calculated based on the rating list in force at the time, currently the 2023 list. The expectation is that a new list will come into effect on 1 April 2026. This list will then be used to calculate the levy.
7. The levy is charged on a daily charging basis and will correspond with commencement and liability for National Non-Domestic Rates (NNDR) as determined by rating statute. Refunds will be made where the schedule of amendment is received in-year.
8. In the event of the property becoming untenanted, the landlord will become liable to pay the levy.
9. NE1's budgeted collection rate is 96% of the total liability. This is based on thorough monitoring of actual collection rates during our three terms. Contingencies, based on experience, are in place for all projects set at a rate of 5% per project.
10. All hereditaments with a Rateable Value of less than £20,000 are exempt, as are Central List properties, ATMs and advertising hoardings regardless of their Rateable Value.
11. As per NE1's original Operating Agreement, Newcastle City Council do not apply a charge for collecting the levy.
12. Newcastle NE1 is the company delivering the BID outlined in this document. NE1 is a not-for-profit company limited by guarantee. The detailed rules covering membership of the company, Board membership and structure, and Annual Reporting are all covered in the Articles of Association and the Memorandum. NE1 has produced an Annual Report and audited accounts each year since its establishment.

A full set of levy Rules are available online.

The documents listed below can all be found on Newcastle NE1's website at www.newcastlene1ltd.com

- Baseline Services; NCC and Police
- Levy Rules
- NE1's Articles of Association and Memorandum





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