

@NGinitiative



NewcastleGateshead
Initiative

Delivering impact with our partners in 2022/23



Newcastle and Gateshead: Impact in numbers 2022/23



£80m

capital investment and **1000** jobs secured from new investors who accessed **£5.6m** in North of Tyne Inward Investment Funding.



1,350

jobs created and safeguarded.



£4.7m

worth of funding secured to support the future of our region's visitor economy.



124

private and public sector partners.



33

new companies landed.



£2.6m

was the total value of press coverage secured by NGI in 2022.



£1.79m

room nights filled across Newcastle and Gateshead.

1.5m

people from across the world visited our visitor website.



Foreword

I am delighted to introduce our first-ever annual impact report, showcasing what we have achieved together with our public and private sector partners in 2022/23.

The collaborative nature of our business community is what makes us so special, all having a collective ambition for our region and its people to succeed. Our partners are an extension of NGI's team, working together to drive new innovations, ideas and projects that deliver impact for our people and communities.

There have been many highlights this year, from a record number of new businesses investing, the creation and safeguarding of 1,350 jobs to being awarded £2.25 million from DCMS to deliver a new scheme to grow the visitor economy across all seven local authorities. This will support us with our ambition to make the North East one of the most innovative, inclusive, accessible, and sustainable destinations in the world. This will be supported by our £149 million business events sector which in 2022/23 brought 123 business events to Newcastle and Gateshead and a future pipeline of more than £1million worth of new enquiries.

This has been a year of transformational investment and opportunity and the national and international spotlight has been on Newcastle and Gateshead as a place to visit, work, invest and enjoy. We must continue to work together to make the most of this opportunity.

Every single one of our projects is dedicated to making a social and economic impact and as we move forward, by working together we will be a force for good, creating jobs, developing skills, and creating a more sustainable and inclusive economy for all.

A special thank you to Sarah Green, Chief Executive of NGI, our board and the NGI team, and of course every single one of our partners for their continued support and valuable contribution.



John Marshall, Chair,
NewcastleGateshead
Initiative





In Newcastle and Gateshead, we know that our offer to visitors and investors is compelling, but it's great to see this reinforced in this report, supporting our ambitions to build a more inclusive economy.

As a city council and working with our partners, we are committed to delivering equitable economic outcomes and opportunities for our people, regardless of where they come from, where they live or what they do for work.

Attracting companies, investors and visitors who share our ambition is vital to success, which is why collaboration between the public and private sector about levelling the playing field and ensuring that diversity and inclusion are not only moral imperatives but also drivers of inclusive economic growth and innovation.

Moreover, in today's world, it has never been more important for us to promote our region on an international stage, which is why I'm delighted to see us attracting major international events and showcasing our offer to investors at events like UKREiF. By the private and public sector coming together, we can amplify what is so great about our city and region. Alongside Newcastle United's qualification for Champion's League football, these events create platforms for cultural exchange and allow us to showcase the incredible assets we have to offer.

The challenge for us now as we move forward is to recognise what we have achieved so far as just the starting point for a stronger, more diverse, and more inclusive Newcastle and Gateshead.

On both sides of the River Tyne, there are many exciting projects underway that will be transformational for our region.

Our task as we embark on this new journey together is to bridge the gap and ensure that the economy works better for the good of all residents.



Councillor Nick Kemp
Leader of Newcastle City Council





This report demonstrates the power of private and public sector collaboration.

Through our work with NGI and their 124 partners, we have further strengthened our relationship with the private sector, who work with us and support us to bring jobs and investment into Newcastle and Gateshead. It really shows what can be achieved when you work together towards a common goal.

The Gateshead River Tyne Renaissance is the next part of the regeneration story for our quayside and along the River Tyne, strengthening our international proposition to investors and millions of new visitors, as well as creating thousands of jobs and opportunity across the whole supply chain. Over the past year we have seen partners and stakeholders so committed to the success of the regeneration of the riverside, from supporting a pipeline of business events enquiries for our £300m+ investment in The Sage ICC to taking part in consultations, supporting international interest at MIPIM as well as profiling and maximising the opportunity of this transformational investment for the whole of our region.

As we look towards the future is vital that we continue to profile Newcastle and Gateshead with a united front, creating a better place and to benefit of every single person who calls Gateshead, Newcastle, and the wider region home.



Councillor Martin Gannon
Leader of Gateshead Council

Who is NGI?

Established in 2000 and supported by Newcastle City Council, Gateshead Council and the North of Tyne Combined Authority, NGI is a private and public sector partnership organisation that delivers destination and inward investment services for Newcastle, Gateshead, and the wider region.

Our vision

To create an internationally recognised destination to enjoy, visit, live and invest.

Our values

- Authentic
- Sustainable
- Impactful
- Inspiring
- Inclusive
- Ambitious

What do we do?

Working collaboratively with our partners we:

- Champion our offer on a world stage and we maximise our impact through our partnerships.
- Engage with stakeholders and policy makers to influence at a national and regional level. Promote the distinctiveness of our region, its culture, and its people to create an authentic voice that makes us stand out from the crowd.
- Work collaboratively with our private and public sector partners, and stakeholders to create a better place to live.
- Engage with stakeholders and policy makers to influence on a national and regional level to benefit the people who live and work here.
- Work across key growth sectors and use insight and intelligence to drive innovation, inward investment, and business growth.
- Attract world class conferences that reinforce our sector strengths and the strategic importance of tourism.
- Play our part in delivering the regions sustainable and inclusive ambitions, creating a world class distinctive city to enjoy, stay and invest.

Create jobs for residents

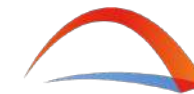
Champion our destination nationally and internationally to attract businesses, jobs, visitors, events, and investment.

Local Visitor Economy Partnership

Recognised by



VisitEngland



NewcastleGateshead Initiative

Our legal entity and corporate brand, our people, and our partners.



NewcastleGateshead Convention Bureau

Brings major business events and conferences to Newcastle and Gateshead.



The inward investment agency for Newcastle and Gateshead.



NewcastleGateshead

Consumer facing brand that promotes Newcastle and Gateshead to national and international visitors.

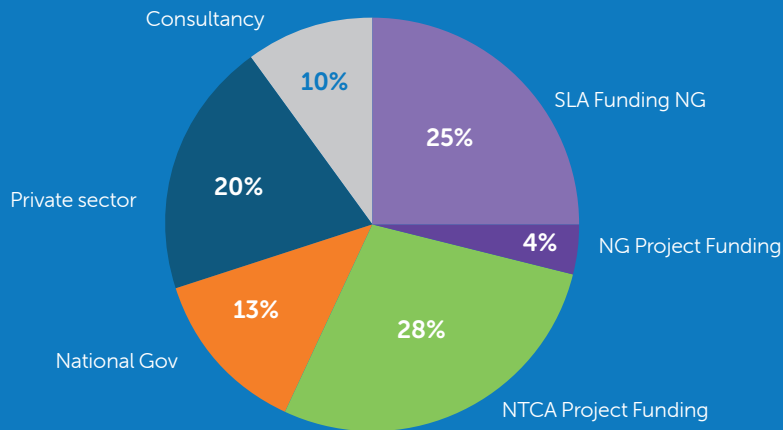


Delivers activity to unlock the potential of our visitor economy across seven local authorities in the North East of England.

How do we do it?

- By leveraging NGI's deep research expertise and industry insights we develop strategies that make better places.
- We use our partnership relationships to facilitate conversations and mobilise collective action.
- Our ability to link the local community with national government policy ensures relevance. Our partnership approach and our industry credibility means we can rally others and amplify our messages furthering our impact.
- Through working closely with Newcastle City Council, Gateshead Council, the North of Tyne Combined Authority to achieve their vision and ambitions for the growth of an inclusive economy.

Our funding 2022/23



SLA Core Funding (Newcastle and Gateshead Council)	846,850
Newcastle and Gateshead Council Project Funding	143,245
North of Tyne Combined Authority (NTCA) Project Funding	965,517
National Government Funding	432,731
Private sector partnerships and sponsorship	693,957
Consultancy and commercial income	352,879

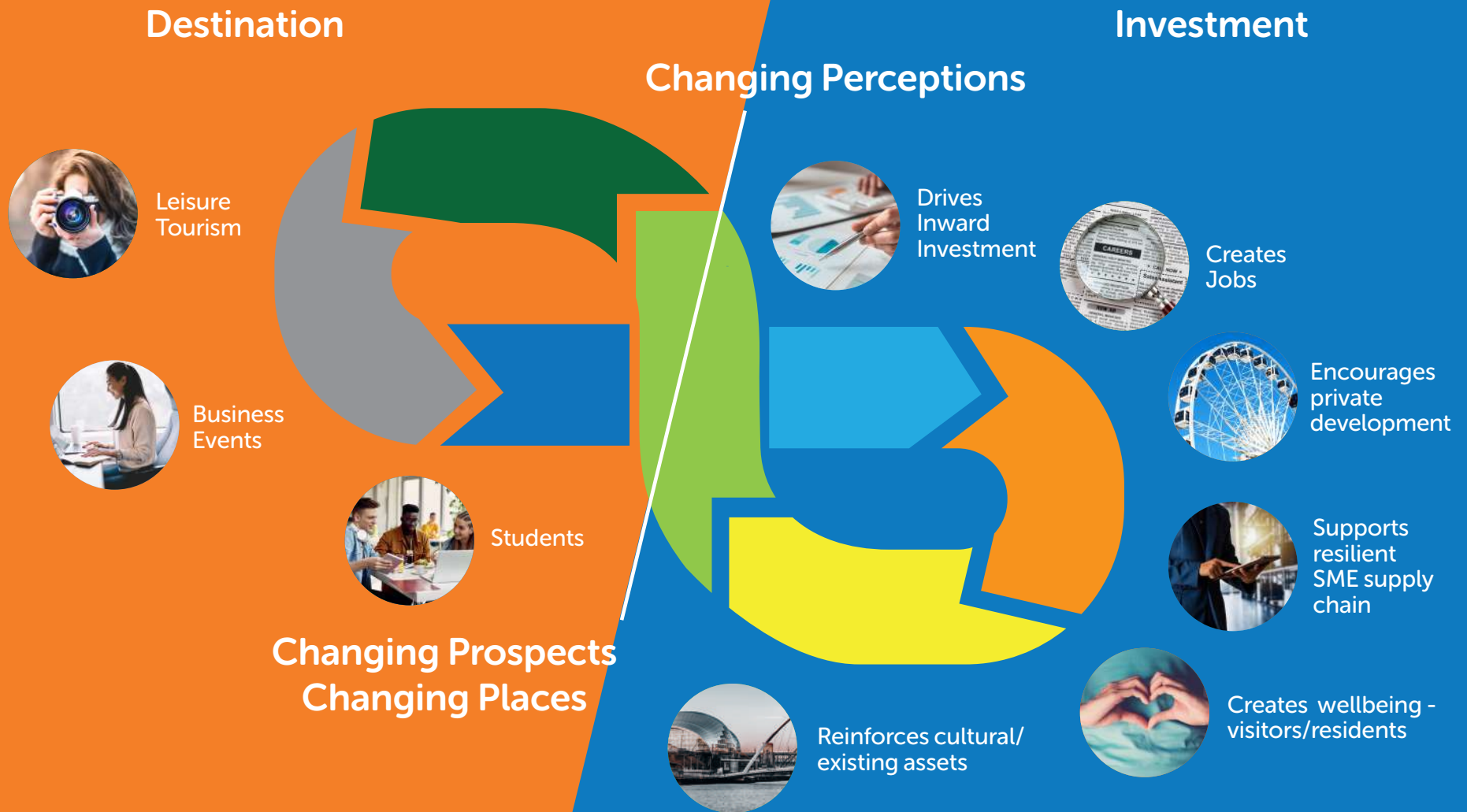
For every £1 invested by Newcastle and Gateshead Council, NGI has secured an additional £3.06 in funding and commercial income to help create a better place for residents.



Why do we do it?

As a social enterprise, every single one of our projects is dedicated to making lasting social and economic impact. Our joint focus on improving destination, whilst attracting inward investment, creates significant synergies – both changing perceptions of our region and place whilst supporting short term and long-term economic growth.

All of our activity supports levelling up – creating opportunities for residents, supporting communities to thrive, and making great places to live and work.



Delivering in partnership with the private and public sector

We bring 124 private and public sector businesses together to make a positive impact on our region. Our partners work alongside NGI on key projects to drive innovation, act on pressing challenges, unlock opportunity and contribute to the growth of an inclusive economy.

We bring together the public and private sector, hosting events and networking opportunities to collaborate, consult and engage in regional priorities, bids, events, and campaigns. Not only are partners an extension of the NGI team, their commercial contribution and passion allows us to extend our reach and collective ambition.



“Being part of NGI’s wide community of partners has enabled us to work collaboratively with other passionate organisations across our region, engage with policymakers, and attract investment that will unlock opportunities for people in our communities whilst driving local economic growth.”

Liz Bromley,
Chief Executive Officer, NCG

In 2022/23 NGI:

- Recruited **30 new businesses** as partners.
- Held **89 events** with partners to convene and collaborate on projects, tackle challenges within key growth sectors, secure investment and to support Net Zero goals.
- Hosted **181 meetings** with partners to engage and collaborate on key projects and initiatives.

Partner Testimonials



Jane Robinson, Vice Chair of Engagement and Place, Newcastle University

"Newcastle University works very closely with NGI as a strategic partner to promoting the area nationally and internationally and help us to attract and retain students and academics, as well as optimising opportunities for global academic conferences. Being an NGI partner allows us to collaborate and work together to benefit Newcastle, Gateshead and the wider region."



Martin Mochan, Director of Sales and Conferences, UK – ASM Global

"Working as a Strategic Partner is crucial for ASM Global on several levels. It gives us the opportunity to work closely with leading businesses in the region as we move towards the opening of The Sage. The support and intelligence that NGI's provides for these bids is invaluable as we secure international events and long term economic impact."



Lucy Dixon, Head of External Affairs, Karbon Homes

"At Karbon Homes, one of our key aims is to work with partners to help shape strong, sustainable places for our communities and provide greater support for our residents. Becoming a partner of NGI has helped us connect with a wide range of organisations across the region, as well as enabling us to play a role in promoting the region as an excellent place to live and work."



Paul Buxton, Senior Vice President of Consulting Services, CGI

"CGI is proud to partner with the Newcastle Gateshead Initiative to help build a prosperous future for Newcastle, Gateshead and surrounding areas. Our strategic partnership is focused on providing local community with high-value digital roles that allow them to continue living and working in the North-East."

Partner Testimonials



**Paul Struthers,
UKI MD, Sage**

"NGI play a vital role in connecting the North East business community and ensuring the region continues to attract inward investment to grow and prosper. As a larger employer in the region, Sage is proud to be a strategic partner of NGI and showcase the best of what the North East has to offer."



**Kieron Goldsborough,
CEO, Different Narrative**

'Different Narrative's purpose is to be an end-to-end marketing services partner for brands ready for change. To do this, we need to have our finger on the pulse of what is happening in North East England as a place to live, work, do business, visit and study - at all times. Our partnership with NGI does just that, providing us with valuable insight and opportunities to understand and influence these agendas - both for our own benefit and the good of the whole region.'



**Clare Loveridge, Vice President
and General Manager EMEA,
Arctic Wolf**

"Arctic Wolf sees a huge opportunity to attract and retain talent in the North East of England and works with NGI to promote excellence in our region."



**Director of Sales & Marketing at
Crowne Plaza Newcastle**

"As a partner with NGI since hotel opening, we have worked hand in hand with the Convention Bureau on city bids, conferencing, and business tourism. Our partnership with the Conference Bureau delivers consistent and solid ROI year after year. It also gives the hotel the opportunity to work collaboratively with industry partners to represent the region at key national and international tradeshows. NGI's wider regional tourism strategy continues to deliver benefits to the hotel and the wider market, through the delivery of key events in the city and provides a forum where collective business interests are heard and used to shape future strategic planning."

A nighttime photograph of the Grand Theatre in Newcastle, a grand neoclassical building with a prominent portico supported by columns. A large advertisement for the play 'Risky Boots' is displayed on the facade, featuring a woman in a red dress. A silver car with 'Risky Boots' branding is parked in front of the theatre. The street is illuminated with warm lights, and light trails from passing vehicles are visible in the foreground. The sky is a deep blue.

Delivering on Newcastle and Gateshead's objectives

Creating jobs and skills development

NGI exists to grow the regional economy, creating the conditions to attract new businesses and to grow existing businesses, with the aim of providing good jobs for our residents and development opportunities.

Through our projects we have been supporting new skills and innovation within the tourism sector providing training and expert advice on topics such as product development, innovation, supply chain, food waste and accessibility.

In 2022/23 NGI:

- Attracted and safeguarded 1,350 jobs through our inward investment and strategic account management activity.
- Supported 12,647 jobs across the visitor economy (down from 21,104 pre-covid) and created an ambitious tourism strategy to create 25,000 new regional jobs directly and indirectly over next decade.
- Supported 4 sector skills briefings.
- Engaged 48 employees in a Youth Engagement Programme.
- Published 110 tourism and hospitality vacancies on SkillsHub.
- Offered employers and new investors advice on relocation including the development of a "Move to Newcastle" website.
- Started to develop an integrated careers plan and skills toolkit for the visitor economy in partnership with the North East LEP, North of Tyne Combined, Authority and employers which will be launched as part of our North East Destination Development Partnership activity.



Supporting young people under 25

We want to create a better place for everyone, including children and young people. Through our work we look to create a place where everyone can thrive and build a bright future.

By working with our partners, we work to inspire young people, break down barriers and ensure the jobs and opportunities we create are accessible to all.

In 2022/23 NGL:

- Committed to inspiring 1000 school students with career opportunities as part of the Evry Programme.
- Recruited 4 young people through the Government's Kickstart Scheme.
- Recruited 3 new graduates.
- Created a 'Next Generation Panel' with representatives from 24 of our partner organisations to look at new projects and initiatives to ensure we invest in young people, develop, and retain talent and skills.
- Engaged 65 partners in a joint event with Karbon Homes, focused on their new employability programme aimed at young people out of work.
- Supported the Global Shapers Community with 2 members of staff joining the programme as volunteers, helping to develop projects that have tangible social and economic impact on the North East.
- Supported 3 members of staff to completing the Newcastle150 Common Purpose Leadership Programme.
- Partnered with NE Youth as our charity of the year and provided strategic direction as part of their board and business development sub-committee.
- Hosted 2 Next Generation Panel meetings.



Delivering Net Zero

NGI is a committed partner in Newcastle's ambitious vision to reach Net Zero by 2030.

In 2022/23 NGI:

- Delivered 5 Net Zero workshops allowing businesses to share best practice.
- Supported 6 regional clean tech and green tech businesses to expand and grow.
- Promoted low carbon businesses and low carbon suppliers as part of our business support and partner programmes.
- Promoted the region's low carbon credentials and projects. For example: the innovative minewater heating system supporting the Sage International Conference Centre.
- Started work on a visitor economy sustainability programme to be developed as part of the North East Destination Development Partnership.



"We're the UK's newest and greenest train operator and we're based here in Newcastle, so for us it's really important to play our part in the business community of the City and surrounding area. NGI partnership helps us communicate our proud North East credentials and be linked into everything that's going on in Newcastle and Gateshead – which is also a key destination on our route."

**Martijn Gilbert Managing Director,
First Open Access Operations (Hull Trains and Lumo)**

lumō



Creating an inclusive and accessible welcome

We are already working towards making our region a more inclusive and accessible visitor destination, engaging the tourism business community to identify the current provision and challenges, bringing together destination expertise, accessibility experts, innovative technology to find new solutions and attract more visitors.

We work to ensure everyone gets a warm welcome when they arrive in the city. Whether that's visitors, businesses, decision makers or investors. Everyone is welcome here.



In 2022/23 NGI:

- Partnered with leading tech company Kerckhoffs to create 360-videos with 14 venues that will enable visitors with disabilities to be able to confidently book day trips, short breaks.
- Managed and supported Newcastle City Guides and their 60 volunteers who share a passion for the history, heritage, and culture of NewcastleGateshead, offering a programme of almost 50 different heritage walks. In partnership we:
 - Distributed 50,000 visitor maps.
 - Facilitated 12 city tours took place with new inward investors and NGI partners.
 - Hosted 2670 city tours for national and international visitors.
- Answered 46,000 visitor enquiries.
- Hosted 2670 city tours for national and international visitors.
- Brought together city leaders and partners to pledge support for UK Pride, working closely with Northern Pride to attract visitors and create an inclusive welcome for all.
- Joined the VisitBritain Accessibility Group and are part of the Tourism Industry Council's Inclusivity and Accessibility Working Group.
- Officially launched our Accessibility project to help establish Newcastle and Gateshead as the most accessible place in the UK.
- Worked on a series of 3 training and educational webinars open to all businesses within the North East with experts from Access and Inclusion.

Providing a strong evidence base

NGI's research capability is used to support regional projects, to feed into national policymakers and to underpin our campaigns. We offer consultancy support to public and private sector clients which secures additional funding to reinvest into Newcastle and Gateshead and ensures we remain at the forefront of national trends.

Our economic and visitor data, insight and intelligence is used to identify trends, drive innovation, address challenges and make strategic decisions. Our regional intelligence hub is shared and collated with local authorities, government, industry, and our partners who use it to make informed decisions. Often, we are approached by businesses looking to invest in the region to provide intelligence to support their business case. The intelligence is used to lobby government for the benefit of the region's economy, supporting funding bids and influencing policy. Our team also work with other destination and tourism businesses across the UK, and this commercial income is reinvested into NGI projects, that benefit the region and those who live here.

In 2022/23 NGI:

- Supported 20 clients and 26 commercial projects.
- Provided intelligence for all seven local authorities in North East, North East LEP and the North of Tyne Combined Authority.
- Supplied more than 100 pages of tourism intelligence provided to secure £2.25m Destination Development Funding and to support DCMS Inter-ministerial Group on Visitor Economy.
- Generated £230,000 in commercial income to be reinvested in Newcastle and Gateshead.
- Recruited a graduate to the research team to grow capacity.



Did you know?

Our research team have supported Visit Yorkshire and Visit Lincoln with their LVEP accreditation bid, using our position as a leading tourism body in the UK and one of the first destination organisations to be recognised as a LVEP.



South Tyneside Council



Promoting our distinctive culture

NGI is committed to promoting the distinctive culture of our region and city. Through working with partners ranging from the cultural venues, the creative arts, food and drink suppliers, we seek to maximise our city's natural, heritage and architectural assets ensuring we create a great experience for residents or visitors.

In 2022/23 NGI:

- Provided advice to 276,687 residents in Newcastle and Gateshead on things to do via our consumer website, supporting the 700 businesses listed. 155,757 residents from the wider region also visited our website.
- Sent 54 e-newsletters to inspire 27,300 subscribers to get involved and experience our city.
- Undertook research for the NewcastleGateshead Cultural venues on how to secure greater footfall post covid.
- Delivered and supported projects including the Newcastle Cultural Creative Compact, New Writing North's proposals, Gateshead's Vision, and Newcastle's Cultural Action Zone.
- Developed campaigns on behalf of Newcastle and Gateshead councils to promote their local, independent food and drink scene. This involved developing compelling content which was viewed 11 million times, and brand new series of short films which were viewed 500,000 times.



Supporting bids

Our team also work closely with Newcastle City Council and Gateshead Council on major sporting and cultural bids, offering expertise, support, and intelligence to support business cases.

In 2022/23 NGI:

- Supported Newcastle City Council with evidence for the UEFA European Football Championship Bid 2028, where Newcastle has been named as one of ten host cities.
- Supported the Rugby World Cup with promotional activity and cultural events to drive national and international visitors.
- Promoted Magic Weekend and worked with the Super league to place 8 teams and sponsors in hotels, generating £40,000 of business for hotels.
- Supported Newcastle City Council with a bid for The Davies Cup 2026, a 9-day event that had the potential to bring in 7,000 spectators and fill 260 hotel beds.

Case study: Eurovision

NGI led and coordinated a bid to bring Eurovision to Newcastle on behalf of Newcastle City Council.

- Involved multiple stakeholders and leaders to develop a compelling bid and video, host a visit for BBC and EBU and take part in a final presentation to judges.
- While the city was unsuccessful, this bid resulted in significant profile for Newcastle and our offer, leaving a lasting legacy and building on our relationship with the BBC.
- £653,470 was the total value of PR coverage with 152 pieces of coverage in regional and national print and broadcast media including the likes of The i newspaper, Daily Mail, BBC Breakfast, Look North and Sky News.
- Stakeholder and political engagement with 36 letters of support.
- Significant broadcast coverage, including the shortlist being announced on Radio 2 Zoe Ball Breakfast Show.



Strategic influence and relationships

At NGI our relationships go beyond the region. We collaborate with government and industry bodies to ensure the North East voice is heard, sharing best practice, providing expertise, intelligence and influencing decision making across our strategically important sectors.

Our senior leadership act as expert voices, influencing national and regional policy makers, challenging and playing a pivotal role in the future success of our region and the growth of its inclusive economy. Our leaders are passionate about the growth of our key sectors and creating jobs for residents, and ensuring people and communities thrive.

Our Senior Leadership team sit on national and regional industry groups, boards and steering groups, including:

- o Tourism Industry Council, UK Government
- o Tourism Industry Council's Inclusivity and Accessibility Working Group
- o UK Core Cities Visitor Economy Group
- o Northern Powerhouse Trade and Investment Group
- o Northern PowerHouse India Working Group
- o North East USA Trade and Investment Group
- o UK REiiF Advisory Group
- o Monthly meetings with DIT, DCMS and Office for Investment
- o TWAM, Independent Advisory Board
- o National Trust Council (Senior member)
- o North East Fintech Strategy Board
- o Global Shapers Community: Newcastle Hub
- o Bank of England, North East Citizen Panel (Chair)
- o Beamish Museum Board
- o Newcastle University Court Governance Group
- o North East Screen Industry Partnership Working Group
- o Dynamo Advisory Board
- o VisitBritain Research and Group
- o VisitBritain Accessibility Group
- o City Place Nation Advisory Group

NORTHERN
POWERHOUSE


Department for
International Trade

INVEST
IN
GREAT
BRITAIN & NORTHERN IRELAND


Department for
Digital, Culture
Media & Sport


National
Trust

TYNE & WEAR
archives &
museums


BEAMISH
THE LIVING MUSEUM OF THE NORTH


VisitBritain


VisitEngland

UKH
UKHOSPITALITY

Tourism Alliance
the value of tourism

BPF
BRITISH PROPERTY
FEDERATION

UKREIIF
THE UK'S
REAL ESTATE
INVESTMENT
INFRASTRUCTURE
FORUM

North
East
Screen 


GLOBAL
SHAPERS
COMMUNITY
NEWCASTLE

National recognition

£2.25m

Awarded £2.25m from DCMS, to lead the first ever Destination Development Partnership.

Department for Business and Trade

Our collective efforts have culminated in the North East topping the list for FDI job creation.

Tourism Industry Council

Sarah Green CEO sits on the TIC, which is point of dialogue between ministers, industry and DMOs to support the implementation of the UK's Tourism Recovery Plan.

1st place

In fDi's Mid-Sized European Cities of the Future 2023.

LVEP status

NGI were one of the first destination management organisations in England to gain Local Visitor Economy (LVEP) status.

A young man and woman are smiling and taking a selfie on a rooftop. The woman is holding a red smartphone. In the background, there is a panoramic view of a city with various buildings, a church spire, and hills under a cloudy sky. The text "Growing the visitor economy." is overlaid in the center of the image.

Growing the visitor economy.

Supporting industry

NGI is a VisitEngland recognised tourism body for Newcastle and Gateshead, is the lead tourism body in destination development and acts as a lead for North of Tyne tourism projects.

We support the tourism and hospitality industry to thrive. We are the voice of the sector, spearheading projects that drive innovation, champion the sector, attract domestic and international visitors and business events.

Over the past 12 months we have delivered a number of dedicated campaigns and projects, to support and grow our industry and attract new visitors to our destination.

In 2022/23 NGI:

- Promoted 700 businesses and 1,300 events on our consumer website www.NewcastleGateshead.com.
- Hosted 300 research panels with industry, gathering feedback on challenges which are fed into local authorities, regional and national government to identify interventions.
- Facilitated 4 Principal Hotel Forums.
- Developed 6 new campaigns to attract visitors and to support and involve the industry around accessibility, product development and innovation.

Did you know?

In 2022/23 NGI secured £4.7m worth of funding to support the future of our region's visitor economy.



North East Tourism Awards

In 2022/23 NGL:

- Attracted 160 entries into the North East England Tourism Awards 2023, showcasing the varied and distinctive tourism businesses across the region.
- Celebrated 60 businesses at the 20th Anniversary of the North East Tourism Awards, led by NGL on behalf of the whole region.
- 4 regional winners made the Visit England national awards in London, winning Gold, Silver, and Bronze awards.
- Secured £130,00 in PR coverage and with a social media reach of 3.4million through social media
- Hosted 440 guests at a awards ceremony at Newcastle Civic Centre, presenting Robson Green with a 'Outstanding Contribution' Award.



North East England
Tourism Awards
2023



Lisa Hamilton-Murray, Deputy Principal, at Newcastle College, said:

“Newcastle College continues to be a proud supporter of the North East Tourism Awards and all of the wonderful tourism businesses in our region, especially in such an exciting year for the tourism sector. As always, the event was an excellent opportunity to celebrate our region and recognise those businesses that play such a vital part in supporting its growth.

“It was also a fantastic opportunity for our students to gain real work experience and connect with employers, which is a core part of what we offer all of our students as we help to prepare them for their future career here in the North East.”

Driving tourism innovation

The Hospitality Innovation Tourism Supply (HITS) Programme launched in 2022 after receiving £1.2million in funding in 2021 from the North of Tyne Combined Authority to support innovation tourism, food and drink and hospitality across Northumberland, Newcastle, and North Tyneside.

Businesses can access grants, business support, training, podcasts, and opportunities to collaborate with like-minded individuals from within the industry including an online directory of local suppliers, which will support the local supply chain and the industry to be more sustainable.

The programme is being led by NGI in partnership with Food and Drink North East and NBSL.

In 2022/23 NGI:

- Launched the HITS programme and signed up 100 businesses.
- Launched a grant that will support up to 15 businesses to innovate.
- Hosted 4 webinars, 2 seminars and 2 drop-in events.
- Planned a HITS Expo, that attracted 700 tourism and hospitality students and professionals.
- Recorded a podcast series of 10, featuring regional partners and national and international tourism experts.



Creating new bookable experiences

Bringing together new and existing tourism products and marketing them under three distinct campaign strands of Active Pursuits, Food and Drink, and Winter Escapes with the aim of tapping into new markets or expanding on existing consumer bases.

Campaign highlights:

- 80 bookable products and experiences developed in partnership with industry.
- 6 million ad impressions across social media, Google Ads and radio.
- 64,000 visits made to the website, from visitors looking for a new adventure.



Supporting high streets and neighbourhoods

A campaign was developed to help support Newcastle's neighbourhoods and high streets recover from the pandemic. WeAreNewcastle was a local pride campaign to support neighbourhoods in Newcastle. The Geordie Street App was developed to allow businesses to reach new customers.

Campaign highlights:

- 3,500 downloads.
- 250 businesses signed up.
- Out of Home Advertising was seen by more than 3.1 million people.
- Total reach of the campaign saw more than 5 million people engaging with the campaign at least once.

Targeting domestic visitors for staycations and mini breaks

Escape the everyday was a £75k regional campaign in summer 2022 to promote domestic breaks in Newcastle following the coronavirus pandemic's devastating impact on the sector. It targeted families and those aged 18-34 to choose NewcastleGateshead for a summer mini break. Delivered by NGI, it was supported and funded by national tourism agency VisitEngland.

The campaign highlighted the unique range of experiences and activities on offer, promoting bookable products and experiences for visitors.

Campaign highlights:

- **32 businesses promoted bookable products including Pride, Lindisfarne Gospels, Rugby League Cup, Triple A Food Tours, and hotel stays.**
- **11.8 million online impressions and 50,000 website views.**
- **55,883 Influencer Instagram Reach.**



Targeting experience seekers from international markets

NGI was awarded funding from VisitBritain's GREAT Gateway Innovation Fund to market and promote North East experiences to inbound visitors from Saudi Arabia and the United Arab Emirates.

This has built on our international work to target visitors, working in collaboration with local industry. Working with partners, NGI developed an international marketing campaign to showcase the very best of the North East to an experience seeker audience, motivating them to travel in 2023. The £700,000 campaign was supported and backed by Newcastle International Airport, North of Tyne Combined Authority, Visit County Durham, Visit Northumberland, Newcastle United Football Club and booking partners WeGo.

Did you know?

NGI is developing a Travel Trade Strategy to promote the North East's offer internationally via travel professionals. In February 2023, we welcomed a group of 10 travel trade professionals from the Gulf Co-operation Council (GCC), who spent 3-days experiencing the very best of our region.

اكتشف وجهتك الجديدة المفضلة

كرينجر ماركت
نيوكاسل على نهر التاين



Bringing major business events and conferences to Newcastle and Gateshead



Our award-winning NewcastleGateshead Convention Bureau, offer free and unbiased advice to event organisers across our strategically important sectors.

By attracting national and international conferences, we not only grow our visitor economy but reinforce NewcastleGateshead as a great place to invest. Business tourism is lucrative as business travellers spend four times more than leisure tourists and critically, they fill the mid-week and low season periods improving the sustainability of jobs.

Our events offer will only be enhanced by investments such as The Sage International Conference Centre (ICC) a £300m+ development that will attract global audiences and millions of new visitors.

Opening in 2025, we have already secured a strong pipeline of international association events, cementing the North East as a global destination for business events to support the local SME supply chain.

The business events sector in Newcastle and Gateshead is worth approximately £149m to the regional economy.



In 2022/23:

- **1.79m hotels beds** were filled across Newcastle and Gateshead.
- **74% hotel occupancy** - back to pre-covid levels, way ahead of recovery predictions.



In 2022/23 NGI:

- Secured 123 business events, including the Creative Cities convention that brought 400 people from the TV & Film Industry to Newcastle and the MIA Destination Summit, profiling the region to event professionals.
- Developed a UK-first campaign, NGI supported 35 meeting venues across the region to become AIM Secure, the only government-recognised accreditation for business meetings and events to drive confidence in the meetings sector post covid.
- Collaborated with an 800 strong community of academic ambassadors to secure events.
- Won an innovation Award at the miaList Awards & has been Shortlisted for Best Convention Bureau M&IT Awards.
- Secured funding from VisitBritain to bid for European Society for Organ Transplantation (ESOT) to attract 3,500 Delegates and 14,000 room nights, whilst unsuccessful pitched Newcastle against London and Paris.

£1million+
generated in
new enquiries



Funded by
UK Government

Securing national investment and profile

NGI is the VisitEngland recognised tourism body in destination for Newcastle and Gateshead, is the lead tourism body in destination development and acts as a lead for North of Tyne tourism projects.

After a regional workshop chaired by De Bois and the first Inter Ministerial Group design sprint with over 40 representatives of government, NGI submitted over 100 pages of regional visitor economy intelligence and subsequently NGI were informed that the region had secured a 3-year pilot Destination Development Partnership for the North East.



£1.23bn

investment in **223** new tourism businesses to date, supporting jobs across the whole supply chain.

Championing for the sector

As the 4th biggest employer in the region, the DDP will raise the profile of the visitor economy, support and involve industry and strengthen our case for further investment.

10 year plan

25,000+ new jobs
and 6% growth
per annum.

Outcomes:

- NGI will lead the first ever regional Destination Development Partnership (DDP) pilot in England on behalf of the region receiving £2.25m funding from now until 2025.
- This pilot will be a potential blueprint for the rest of England, delivering local economic growth through the visitor economy across all seven local authorities.
- This pilot will disseminate best practice and learning focused on visitor economy skills, business events, product development, accessibility, sustainability and promoting inward investment.
- It will enable the North East to develop relationships with DCMS, the GREAT campaign, VisitBritain and VisitEngland supporting further funding opportunities and the use of soft power.

An aerial night photograph of a modern university campus. The central focus is a large, curved building with a complex, lattice-like facade made of dark metal and glass. To its right is a taller, more rectangular building with a grid of windows, some of which are illuminated from within. In the background, a tall, cylindrical tower is under construction, with a crane visible against the dark sky. The city lights of Newcastle are visible in the distance under a deep blue twilight sky.

Attracting investment and international reach

Attracting national and international businesses



Part of NewcastleGateshead Initiative, Invest Newcastle are the inward investment arm of the business driving and delivering economic growth Newcastle, Gateshead, and the wider region. They secure capital investment, work to attract new businesses and create jobs. They help businesses to locate, expand and thrive through a bespoke range of services. They champion the region and its strengths on a national and international stage, promoting Newcastle as a city to collaborate, innovate and thrive.

Did you know?

Since 2013, our investment teams have supported more than 300 new businesses to relocate or expand, helping to create and safeguard almost 15,000 jobs.

Helping businesses to grow and safeguard jobs

As well as work to attract new investors the team run a key account management programme in Newcastle on behalf of the Department of Business and Trade, supporting foreign-owned businesses to make further investment and grow their presence and workforce in the city.

We also work very closely with homegrown and UK strategically important companies based in Newcastle. We provide dedicated support and advice to enable growth, job creation and the safeguarding of at-risk jobs, ensuring companies thrive and stay in our region.



In 2022/23 NGI:

- Created and safeguarded 1,350 jobs.
- Built active inward investment enquiries that have the combined potential to create over 10,000 new jobs.
- Landed 33 new investments in the city, seeing a record year for Foreign Direct Investment (FDi).
- Sourced 285 new investment projects.
- Secured £5.6m worth of funding from the North of Tyne Inward Investment Grant for new investors. These investors created 874 jobs and invested a combined c£8m of capital expenditure into the region.
- Supported the North East to top the list of UK regions for FDi job creation, following annual statistics by the Department for Business and Trade.
- Secured 1st place for Newcastle for FDi Strategy in FDi's Intelligence's Mid-Sized European Cities of the Future 2023.
- Hosted 30 international company and multiplier visits, with investors and delegations in partnership with Department for Business and Trade.
- Led a high profile bid for Great British Railways (GBR) HQ, securing endorsement from the public and young residents to secure jobs for the future.

Gained Newcastle a place on the GBR shortlist, alongside 7 other UK cities.

Case study: GBR HQ

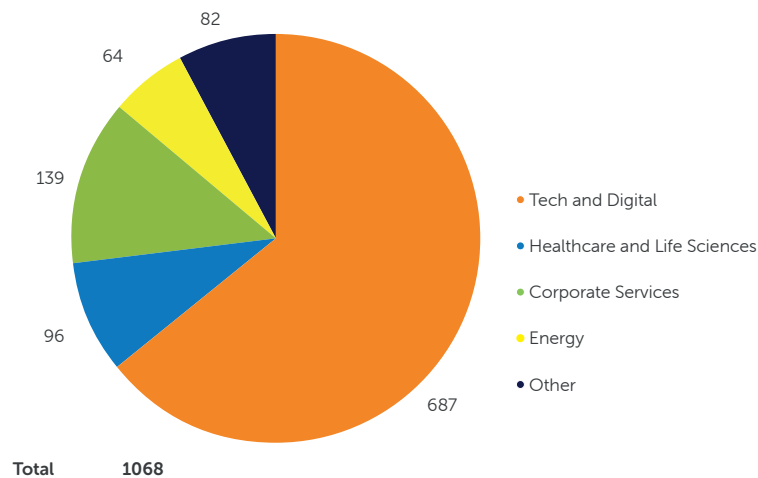
- On behalf of Newcastle City Council and working alongside partners we submitted a bid to national government to secure the new HQ for the National Railway, to secure hundreds of jobs and to profile to the North East.
- As well as submit a comprehensive bid to government, after being shortlisted, we launched a promotional campaign to secure public votes and hosted a visit from MP Wendy Morton and government officials.
- Brought the business community together to champion Newcastle and encourage votes.
- £100k was the total value of PR coverage with significant coverage in broadcast media such as BBC Radio Newcastle, Look North and Metro Radio, as well as print coverage in Politics Home, Newcastle World, Bdaily and North East Times and The Journal.



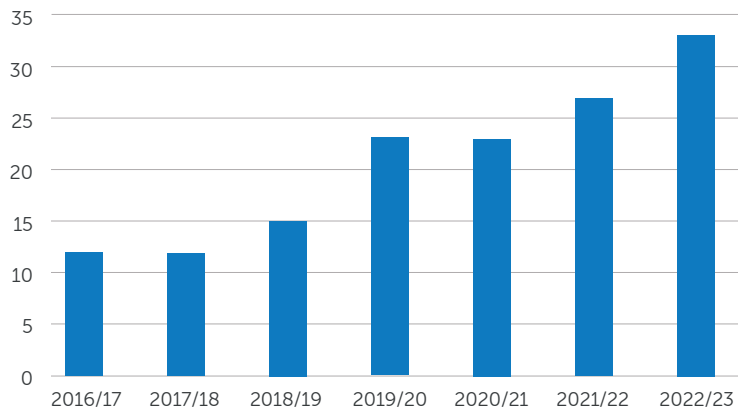
Strategic sectors

The inward investment teams have sectoral expertise particularly focused on high growth clusters of digital, life sciences, sustainability, corporate services, and creative/visitor economy.

Number of new jobs supported by sector: 2022-23



Number of new investments supported: 2016-22



Digital and Tech

Our £2 billion+ industry employs close to 35,000 people in over 3,500 creative and digital businesses. Sector strengths lie in gaming, deep tech, fintech, sustainability, health tech and consumer tech.

Highlights 2022/23:

- The digital and tech sector led the way with 48% of new investments.
- NGI played a lead role in the development of the North East Fintech Strategy, launched in response to the Khalifa Review, which will create 2000 new local jobs in this emerging sector in the next three years.
- Supported a private sector led review of the North East Tech sector with UKTN to build on record inward investment levels.
- Attended discover E-sports and the FinTech North: North East Conference.
- 75 digital and tech businesses showed an active interest in locating to the region.



New investment:

200 jobs created by global defence firm Leonardo, building on a growing defence and space cluster in Newcastle.

The Creative Sector

Creative is a fast-growing investment sector for the region with an increasing number of enquiries in Newcastle and Gateshead following an industry investment of £37.5m into the region, including the £25m pledge from the BBC.

Highlights 2022/23:

- Facilitated the development of North East Screen and continue to leverage and promote investment opportunities and supply chain potential.
- Supported 2 new investments.
- Worked collaboratively with our Convention Bureau to attract the Creative Cities Convention to Newcastle.
- Hosted a table alongside BBC at the Royal Television Society Awards (RTS) the gold standard of achievement in the television community.



Energy

Our region is home to over 5,000 energy-related businesses, employing close to 30,000 people.

Highlights 2022/23:

- Supported new investments across green hydrogen, solar manufacturing, offshore wind, and green software.
- Showcased regional opportunities in cleantech to Ambassadors from all the Nordic and Baltic countries.
- Supported the Government's North East Green Trade & Investment Forum
- Spoke at Oslo Innovation Week and presented to Norway's largest Smart City business cluster, highlighting regional investment opportunities
- Worked with the Norwegian Chamber of Commerce to hold an event in Newcastle, focussed on increasing investment.
- Led a regional delegation to showcase the city's smart credentials to some of the world's top innovators and influencers at Smart City Expo 2022 in Barcelona.
- 58 energy businesses showed an active interest in locating to the region.



Life Sciences and healthcare

The North East is home to a £1.7bn life science eco-system, employing 8000 people in 200 companies that generate a turnover of £10.5 billion and contribute 33% of the UK's pharmaceutical GDP. Sector strengths lie in diagnostics, ageing and healthy longevity, pharma production, clinical trials, and rare disease.

Highlights 2022/23:

- Worked alongside Newcastle City Council to bring to market investor opportunity to satisfy purpose-built lab space demand.
- Attended BioCap Conference, North East Life Science Conference, Diagnostics North East and the NHS ConFed Expo.
- Attended MEDICA Düsseldorf the world forum for medicine, hosting 23 meetings with potential life science investors.
- Signed a Pledge to help continuously improve and enhance the Health and Life Sciences Ecosystem.
- 81 life science businesses showed an active interest in locating to the region.



Leading delegations and events to secure capital investment

Our teams lead regional delegations to UK REiif and MIPIM. The aim of these events being to put our city and region in front of decision-makers, funders, and capital investors. As well as promote our regions assets to investors, it is also a platform to

promote our Accelerated Investment Zones (ADZ), enterprise zone and key sites.

The regions private and public sector join us to secure new real estate business, develop and build new relationships and profile their business on an international stage.

Did you know?

Alongside Northstar Ventures we hosted a breakfast event at the London offices of leading insurance firm Aviva. A 150-strong audience of investors, multinational firms, banks, political leaders, and decision-makers heard from a high profile regional panel who spoke about the size and scale of a £30bn investment opportunity.



Accelerating growth, securing investment, and championing our region on a national and international stage.

MIPIM

We have led a private and public sector delegation to MIPIM for the last seven years on behalf of Newcastle and the wider region. It is one of the world's largest property events with more than 26,000 delegates from 100 countries attending. It brings together a global network of investors and real estate professionals with public officials from core cities and governments to discuss capital investment opportunities and key industry challenges. We work with all of our partners to create investable propositions to attract more investment that will help create jobs at all levels for local residents.

In 2022/23 NGI:

- Led a delegation of 55 private and public sector partners who joined us to champion our region.
- Secured 25 sponsors.
- Hosted 21 on stand events, highlighting investment and development opportunities, and thought leadership.
- Positioned 48 regional speakers and thought leaders alongside international experts.

Together with sponsors we generated 179 leads with the potential investment value of £535m.



UK REiiF

This 3-day event in Leeds brings together the public and private sector, with every core UK city and region in the UK involved, alongside Government, investors, funders, and decision makers. UKREiiF is expected to grow in 2023 with additional stages and content, and over 6,000 delegates predicted to attend the event.

In 2022/23 NGI:

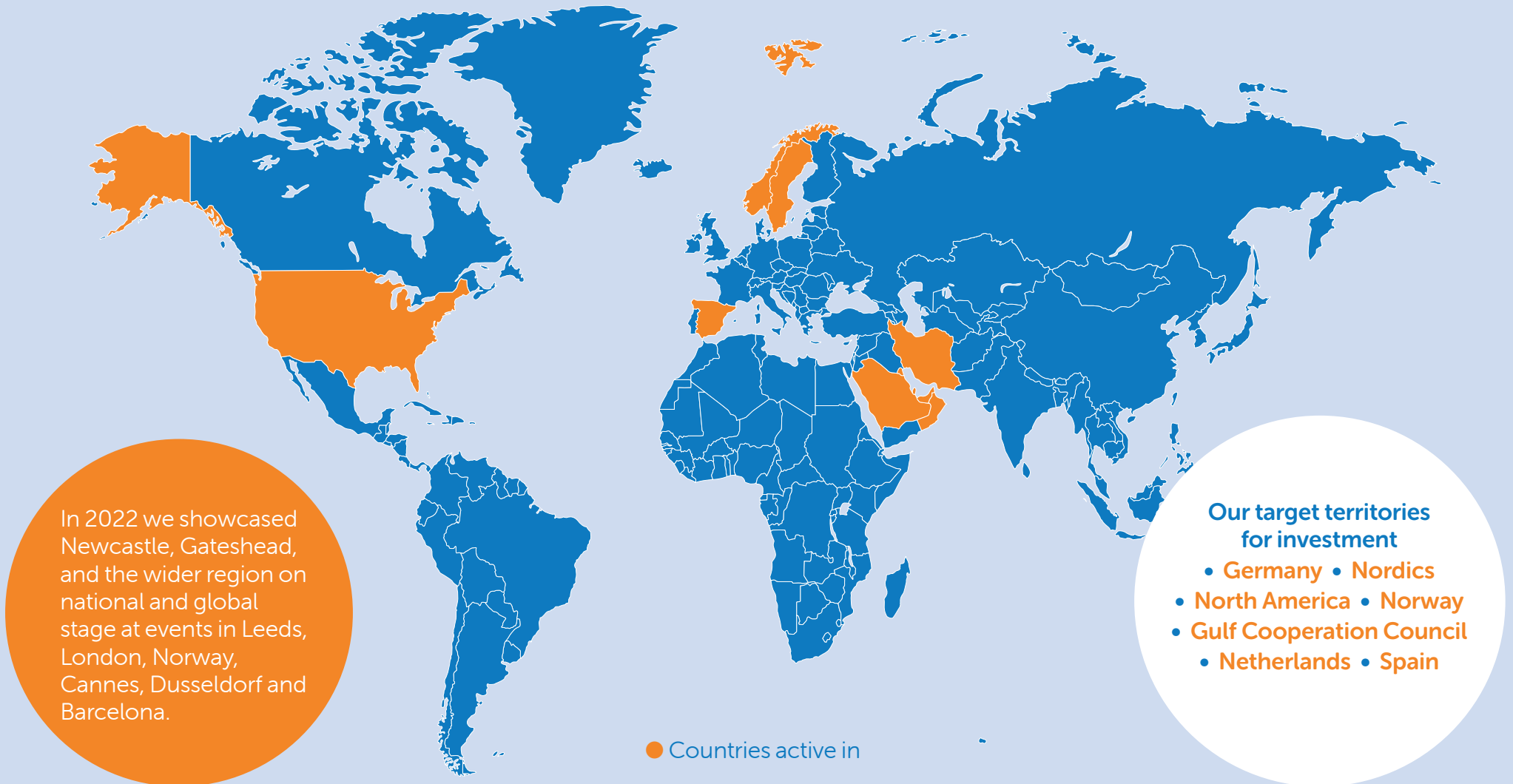
- Led a delegation of more than 100 delegates.
- Secured 26 sponsors.
- Hosted three main events and an investor dinner.
- Placed 13 thought leaders placed on panels.
- Submitted an award entry that saw Newcastle shortlisted for a Net Zero Award.

Our attendance allows us to champion the North East region and its strengths with support from regional sponsors from across the supply chain.



Our international reach and markets

At NGL it's our job to promote our destination as a place to enjoy, visit, work, live and invest on a global stage. We have a national and international focus across everything we do.



In 2022 we showcased Newcastle, Gateshead, and the wider region on national and global stage at events in Leeds, London, Norway, Cannes, Dusseldorf and Barcelona.

Our target territories for investment

- Germany • Nordics
- North America • Norway
- Gulf Cooperation Council
- Netherlands • Spain

The Nordics

- Our inward investment teams worked in partnership with the Norwegian and Swedish Chambers of Commerce to hold events in Newcastle to highlight new investment opportunities.
- Spoke at a British Embassy event in Oslo, promoting the city as leading destination for businesses.
- Visited Nordic Edge, Norway's leading smart city cluster, and presented to their member network, highlighting the investment opportunities in Newcastle.
- Partnered with the Swedish Chamber of Commerce to host a event with a Swedish delegation which look at how businesses are contributing to the region and how more investment can be encouraged.

Sector synergies:
Clean energy, Future Technologies, Life Sciences.

Investors:
Equinor, Wastefront, Vattenfall, NBS, Leo Vegas, Silent Games.

North America

- Working alongside Newcastle University, attending their Newcastle-Pittsburgh collaborative conference.
- Hosted trade and investment delegation from Nashville, Tennessee.
- Working with US Consulates in Boston, Chicago, and San Francisco.

Sector synergies:
Life science and ageing

Investors:
Womble Bond Dickinson (19 offices), Monstarlab (NY), ASM Global (LA), Sage (Atlanta), Ubisoft (San Francisco and 7 in Canada).

In 2022 we welcomed new investments from Arctic Wolf, Thoughtworks, Credera who are all US based companies.

Gulf Cooperation Council

- Saudi Joint British Business Council North East Chapter.
- UK-GCC Trade Negotiation consultation response.
- Coordinated an investor delegation to Newcastle from Saudi Arabia welcoming 30 Saudi businesses and 150 individuals interested in clean energy, hydrogen, digital and tech investment.

Sector synergies: Significant interest in digital/gaming, green & renewables, life sciences and business events.

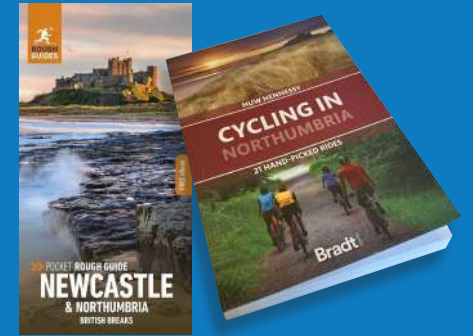
Investors: Monstarlab Riyadh investment, DWF Riyadh office, Dubai ASM, DWF, Abu Dhabi – Sage, Ubisoft.

An aerial night photograph of the London Aquatics Centre and the ArcelorMittal Orbit sculpture. The scene is illuminated by city lights and a large display of colorful fireworks exploding in the dark sky. The water of the River Thames reflects the lights and fireworks. A large crowd of people is visible on the left bank, and a large outdoor screen displays the scene on the right bank.

Promoting our region

Working with media to change perceptions

Our dedicated media team work hard to secure media coverage for our city and region -shining a light on everything we have to offer visitors and investors. From announcing new investors, thought leadership, sector campaigns to influencer visits, and building strong relationships with national and international journalists and publications, the team work hard to build a positive image for our destination, promoting our sector strengths and visitor offer to audiences across the globe.



'Tyne to get back to business' - NewcastleGateshead venues unite in £150m covid-19 fightback.

TPI Magazine

Newcastle joins bids to host next Eurovision.

Daily Telegraph

North East tourist boards pilot £2.25m scheme to boost visitors.

BBC News

• **Winners of the miaList 2022 revealed at glitzy ceremony.**

M&IT Magazine

• **One upon a Tyne. Fiona Whitty takes her family on a sporting trip to Geordieland.**

Sunday Mirror

• **Ten underrated corners of Britain for weekend breaks.**

Telegraph

• **Best UK cities and Towns.**

Which

• **City leaders unite behind bid to get Newcastle as headquarters of new national rail body.**

Newcastle Chronicle and Journal

• **US tech firm Arctic Wolf opens new European headquarters in Newcastle city centre**

Business Live

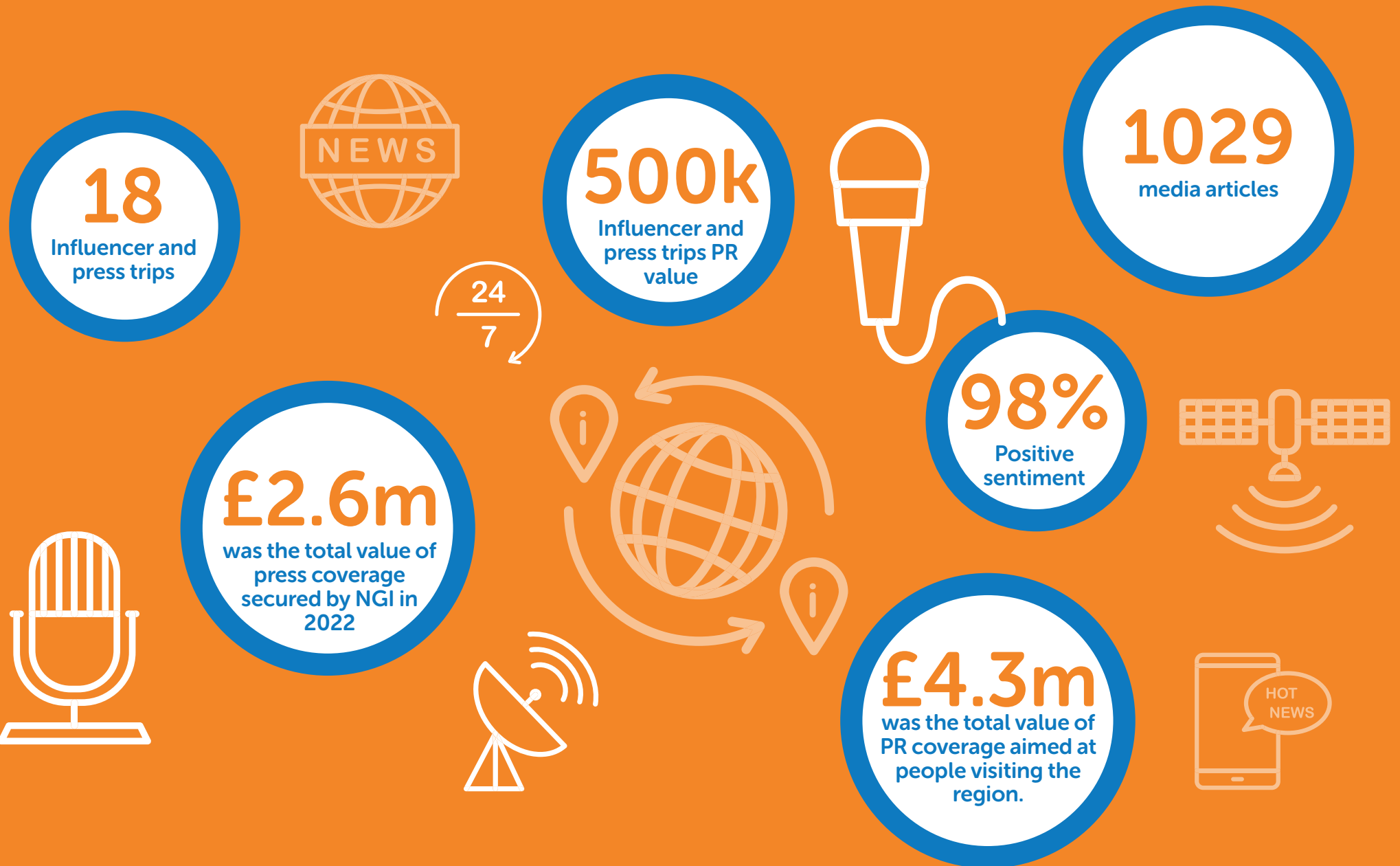
• **Private investment sought for Newcastle's Biosphere.**

MedTech Innovation News

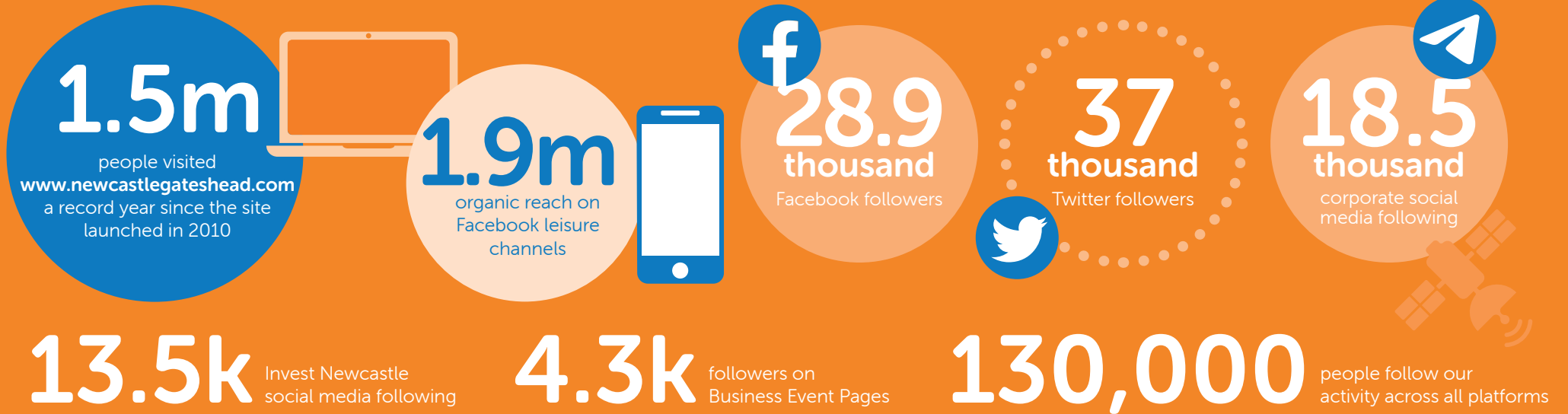
• **In 2022/23 NGI:**

- Worked with two journalists writing guide books on Newcastle including Daniel Stable who wrote the first-ever Rough Guide on Newcastle and Northumbria and Huw Hennessey on the Bradt Guide to Cycling in Northumbria with 5,000 copies printed.
- Attended International Media Marketplace, an annual event organised by TravMedia. Speaking to more than 100 travel journalists and key influencers, which has so generated 3 press trips to our city region.

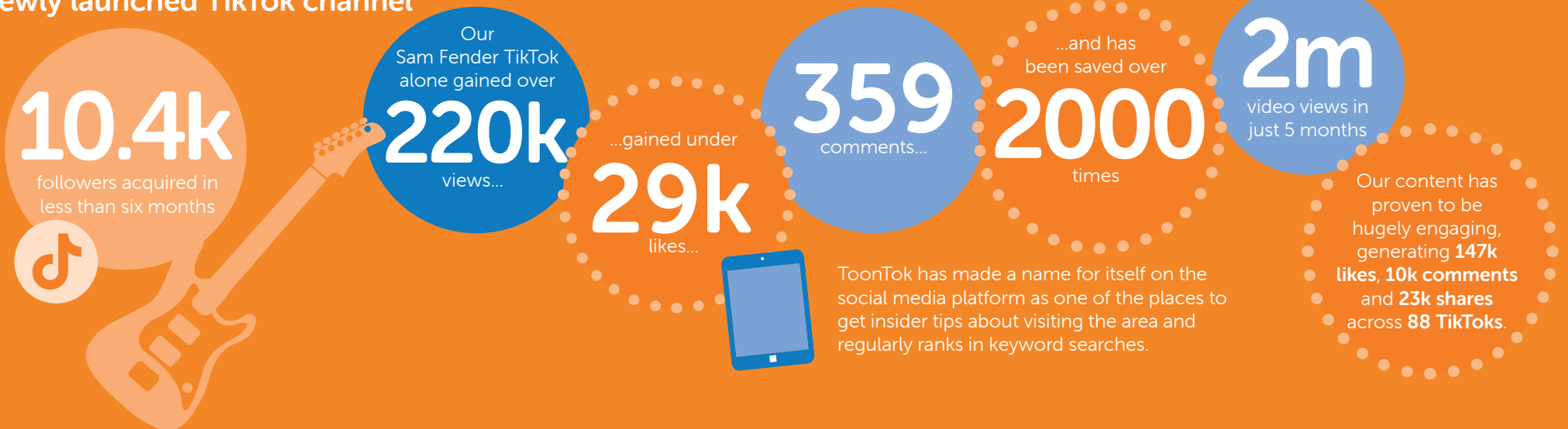
Media coverage



Using digital platforms to reach new audiences



Newly launched TikTok channel



Securing and promoting accolades

- Newcastle amongst the UK's best city breaks to take in 2022 according to Conde Nast Traveller
- Good Housekeeping named Newcastle one of the 15 best city breaks to take in 2022
- Newcastle one of the best British breaks for 2022 on Love Exploring
- Holidu finds Newcastle one of 10 British cities with the top-rated cultural attraction for 2022
- Ranked on cost and visitor attractions, Forbes Advisor highlights Newcastle as one of the top 10 best staycation destinations
- Which? ranks Newcastle as one of the best cities in the UK for shopping in 2022
- Newcastle's The Crown Posada featured in Great Pubs of England book by Horst A Friedrichs and Stuart Husband
- Newcastle International Airport crowned UK & Irish Airport of the Year at the Travel Industry Awards 2022
- Beamish Museum amongst the seven best open-air museums in the UK by The Times
- SunLife names Toon Tour the most scenic bus route in the UK
- Newcastle highlighted in list of cheap weekend breaks in the UK for under £100 by Which?
- Newcastle International Airport takes home Star UK Airport award at Travel Bulletin Star Awards 2022
- Ouseburn amongst TimeOut's 12 coolest neighbourhoods in the UK
- Newcastle crowned the UK's inaugural Capital of Christmas by Park Christmas Savings
- Newcastle Christmas Market one of the five accessible Christmas markets in the UK highlighted by Accessable
- Good Housekeeping names Newcastle one of the best city breaks in the UK to take in 2023
- Newcastle named as one of the most prepared cities for the shift to EVs
- Northumbria University sees the biggest rise in research power ranking of any UK university in the REF2021
- Newcastle University 8th in the world and 1st nationally for sustainable development in the Times Higher Education Impact Ranking 2022
- Startups.co.uk ranks Newcastle in their top 25 UK cities to start a business in 2022
- Newcastle University ranked 122nd in the QS Top Universities World University Rankings 2023
- North East LEP area attracted 5,495 new jobs in the year in the year April 2021 to March 2022, the highest number of inward investment jobs for any area outside of London according to the Department of International Trade
- Sortlist names Newcastle the best place in the UK to start a business
- Northumbria University crowned Times Higher Education's University of the Year 2022
- Newcastle named best student city 2022 by StudentCrowd
- Newcastle a social enterprise hotspot according to Social Enterprise UK
- Newcastle retains Grade A ranking as a World City Leading in Climate Change by climate research provider, CDP
- Cosmopolitan names Newcastle as one of the 33 best places to visit in the UK
- Newcastle ranks at the top 5 healthiest city in the UK by Compare the Market
- Newcastle named 4th UK city with the highest job satisfaction rates by Glassdoor
- Newcastle named in Forbes 'The Ones To Watch: U.K. Life Sciences Hotspots for 2022'
- Newcastle named one of the Best Easter Getaways in UK by Breaking Travel News
- Newcastle named on the best weekend getaways in the UK by Daily Mail
- Old George named as Coronation: Best Royal Attractions in UK by the Independent

What's next?

With a £4.2bn devolution deal, there has never been a more opportune time to highlight the growth and investment potential we have here in the North East. We have started 2023 strong, as the first ever Destination Development Partnership in England, 10,000 jobs in the pipeline for inward investment and a ten-year plan to create 25,000 new jobs within the visitor economy.

At NGI we look forward to continuing to play our part in creating a better place for residents. We could not make the impact we do without our national and international relationships, our regions leadership, strategic input from our stakeholders, and of course our people.

