

The Future of the City Centre

NewcastleGateshead Initiative

Tuesday 11 September

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Running order

- Introduction to NewcastleGateshead Initiative (NGI)
- Why a vibrant visitor economy is critical to a thriving city centre

Kathie Wilcox, Marketing & Communications Director & Ian Thomas, Head of Insight

- Business attraction and retention driving growth

Matt Bratton, Inward Investment Manager

- Culture as a catalyst: Great Exhibition case study

Carol Bell, Executive Director, Great Exhibition of the North



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Intro to NGI

Kathie Wilcox, Director of
Marketing & Communications

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Our mission

Inspiring people to **visit** and
to **live, learn, work** and
invest in and around
NewcastleGateshead.



Vibrant visitor economy

Kathie Wilcox & Ian Thomas

Tourism sustains & supports



Domestic tourism

'Nesting cosmo'
target market =
greatest propensity
to visit & greatest
return





International tourism

City plus...
wider region &
major events



Visitor Economy

NewcastleGateshead.com welcomes 18 million visitors every year

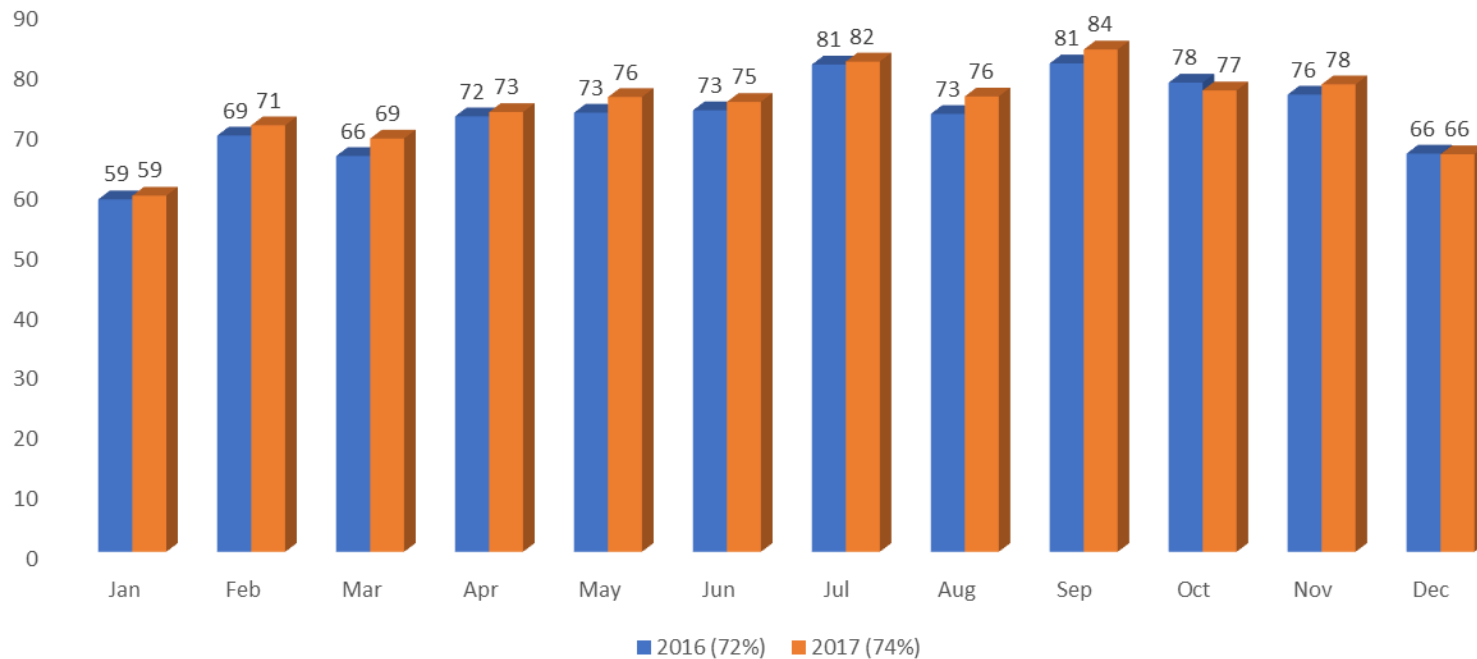
Visitors contribute £1.62 billion

The sector directly employs 15,481 people with total employment in excess of 19,700 people

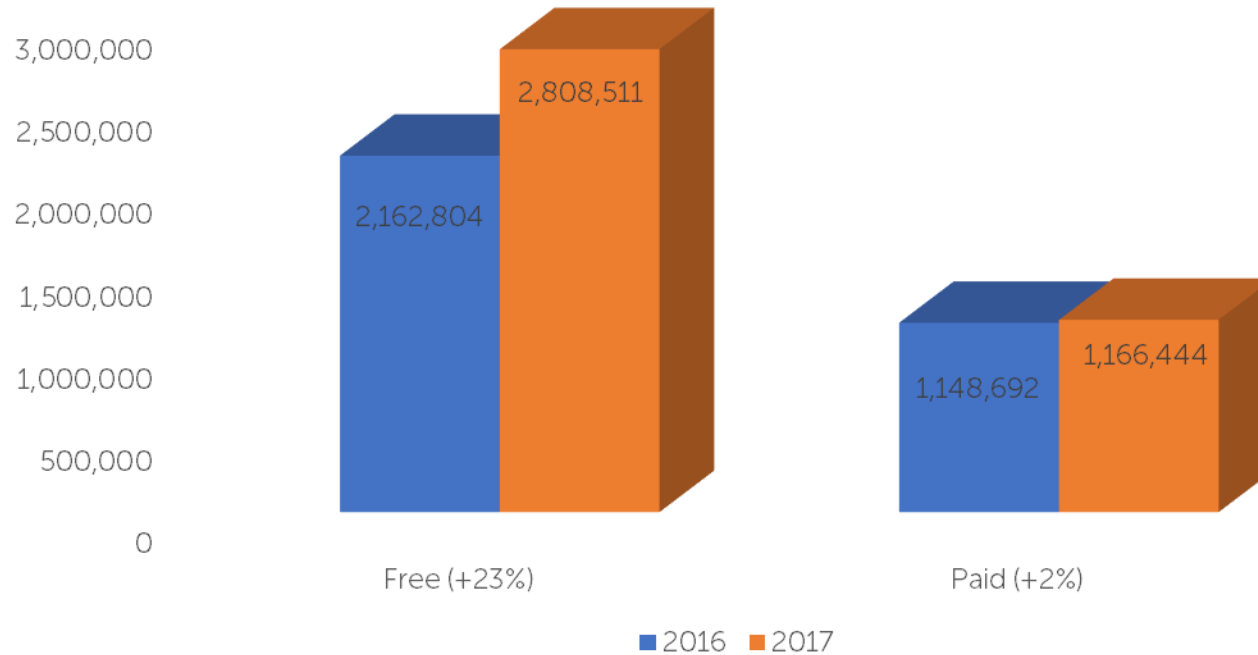
12% of all visitors stay overnight



Hotel Room Occupancy



Visit to Attractions



Drivers to the city



Investing in the offer



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Gateshead Quays Convention Centre

Estimated Completion 2021

Questions for
discussion:
Is there a tipping
point for tourism?



Inward investment

Matt Bratton

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Drivers

What businesses
want



Drivers

What employees
want

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A vibrant city centre

- Access to talent
- Popular meeting point for networks
- Variety
- Cost effectiveness
- Visibility within market
- Good connectivity (digital, human, transport)
- Amenities
- Quality of life

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Case studies

Norton Rose
Fulbright

Convergys



Question for
discussion:
Will this trend
continue?

