

Bright sparks
and big ideas.

Our Newcastle.

Newcastle City Centre – getting the balance right





“Newcastle’s moment has arrived. We are a city with vibrant and talented communities and a superb quality of life. We have a striking cityscape, with the drama of the Tyne Gorge and our Georgian core providing the backdrop for new development, a dynamic economy and the region’s leading leisure, retail and cultural offer. We have a proud heritage and equally ambitious plans for the future.”

Cllr Nick Forbes, Leader of Newcastle City Council (2017)



Our Newcastle, our ambition

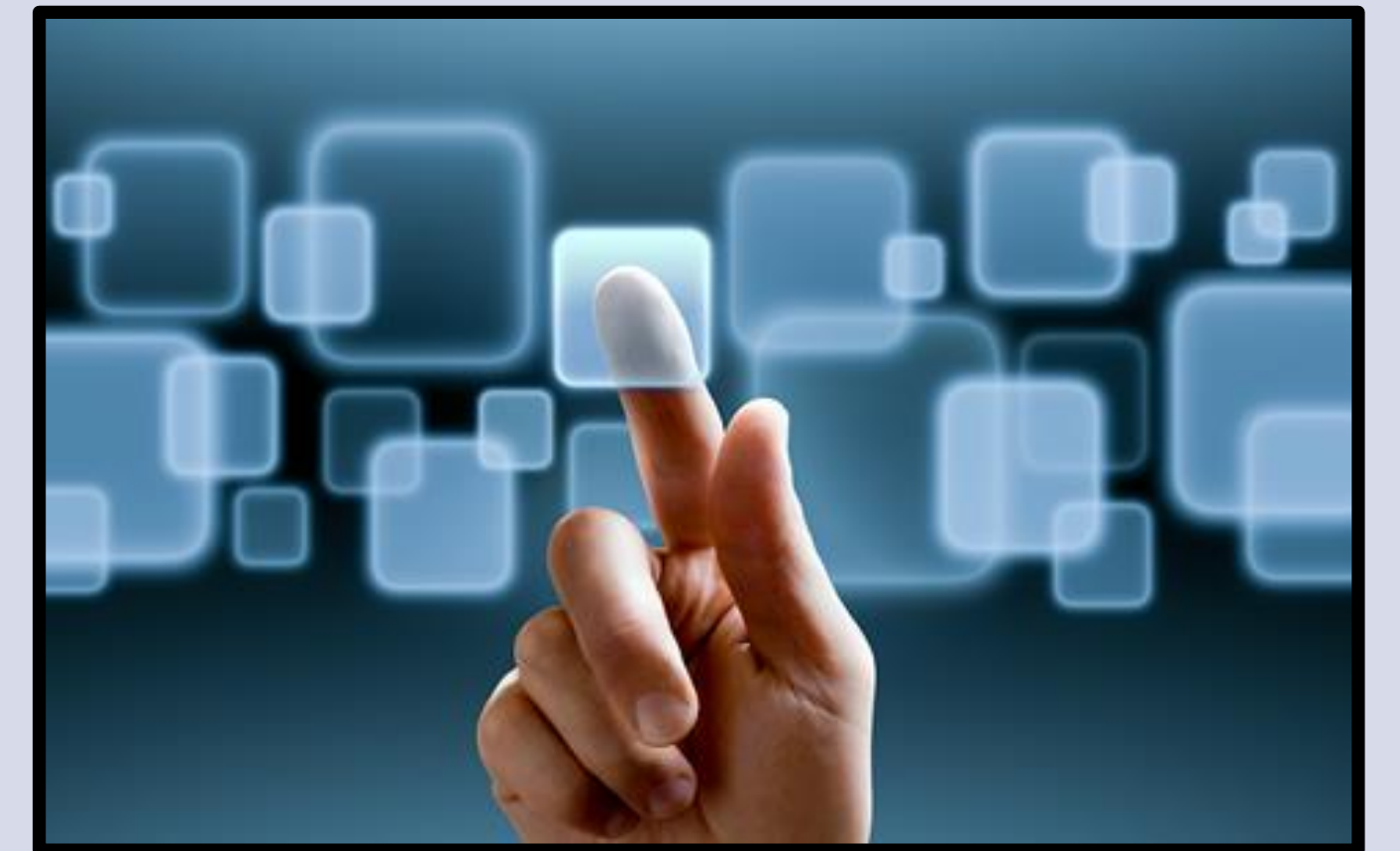
A city centre that's open for business, a destination for tourists
and a place local people still feel at home.

But are we achieving this?



Our Newcastle, our ambition

- A business-friendly city
- A smart city
- A tourist destination
- A conference destination



Our Newcastle, our people

Have our ambitions made us lose sight of the people that really matter? The people that call Newcastle their home.

Are we in danger of making them strangers in their own town?



The role of Newcastle City Council

We need to strike the right balance.

We need to shape our city's future and for it to be a success.

Our city needs to remain open for a business, and a place that local people are proud to call their own.



Our city centre shouldn't become an
island



Our city centre shouldn't become an island

- Increase the number of people living in the city centre.
- Population of the city centre has doubled over last ten years.
- Student accommodation offers more benefits than we think.
- High quality bespoke housing offering lifestyle & amenities – The Malings & Newcastle Helix.



Making the best use of our
property portfolio for the
benefit of local people



Making the best use of our property portfolio

- Land value capture
- Dispose of assets not in area of expertise
- Reinvest in our street scape



Cultural hub, not just a party
city



Cultural hub, not just a party

- **city** Developers increasingly thinking about cultural amenities for new developments.
- We now host an eclectic mix of cultural events.
- The Great Exhibition of the North made us think differently about how we use our city centre.



A city centre that is not just
about retail



It's not just about retail

- Pilgrim Street – wholly owned by private investor.
- Newcastle Helix –one of Europe's leading innovation quarters.
- Stephenson Quarter – leading office & knowledge district.
- Future plans – The Whey Aye coming to Spillers Wharf?



But retail still plays an important
part



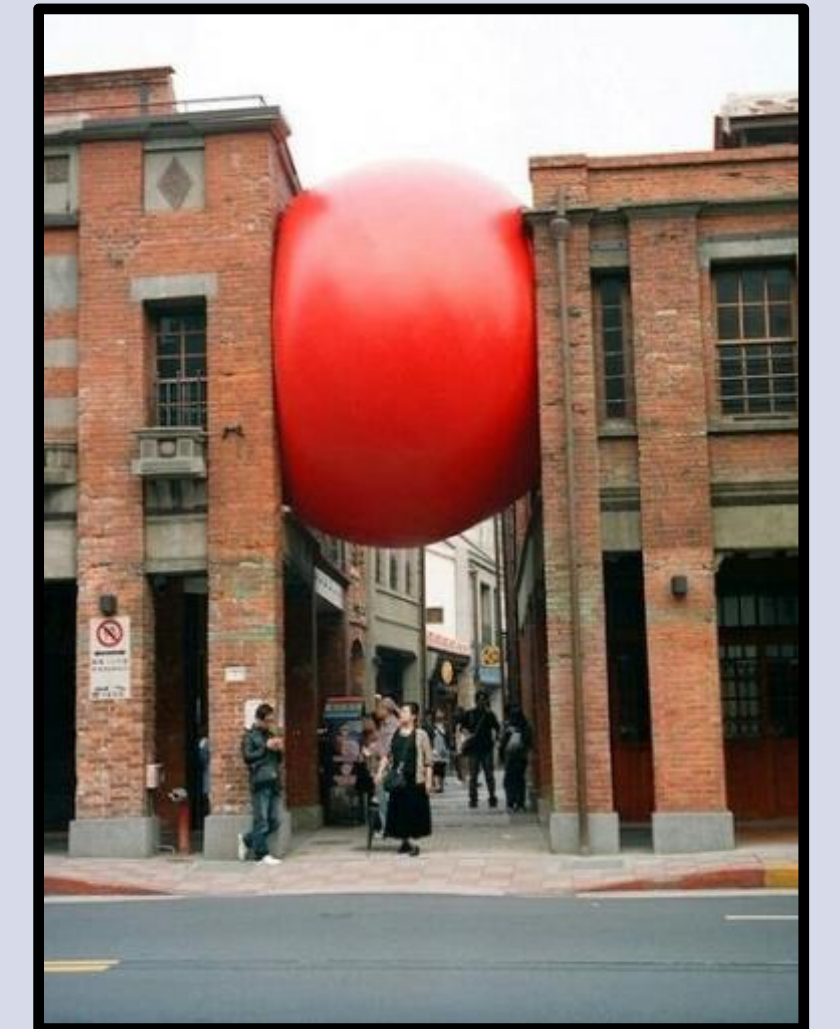
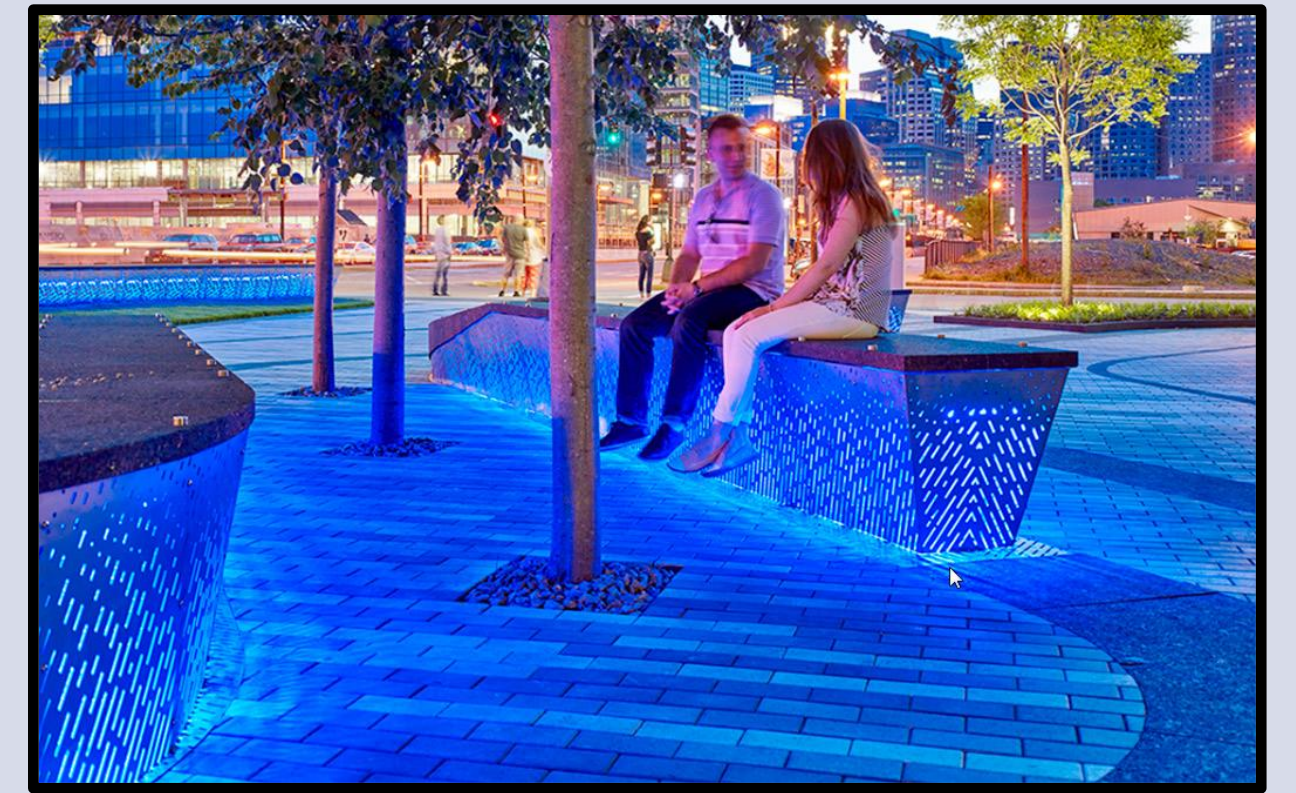
Retail still plays an important

- Government recognise this – panel of experts appointed.
- Newcastle is ahead of the curve – placemaking focus for number of years.
- Once in a lifetime opportunity for our retail core.
- If we don't evolve we will face decline.



Working together to bring life back to Northumberland Street

- Maybe somewhat off-the-wall ideas
- Not normally associated with traditional northern city centre.
- Our city and its people are moving forward.
- We will take local people along with us every step of the way.



Cities should always be the most magnetic of places.

For the bold and the open minded, they are a crucible in which the future is forged. Great cities draw in talent, and those people become part of the city story as it unfolds.

City Narrative for Newcastle



Thank you for your time.

Michelle Percy

Lead Assistant Director, Commercial Development &
Property

