

Catalysing Change: A Newcastle Perspective

12th September 2018 AHRC

Network: The Future of the City Centre

Stephen Patterson

Director of Communications, Newcastle NE1

NE1: Background

- Established by the city's businesses
- Independent, not-for-profit Limited company
- Businesses pay a 1% levy in addition to business rates
- 5 year term
- Every 5 years businesses vote to continue to support NE1, or not...

NE1

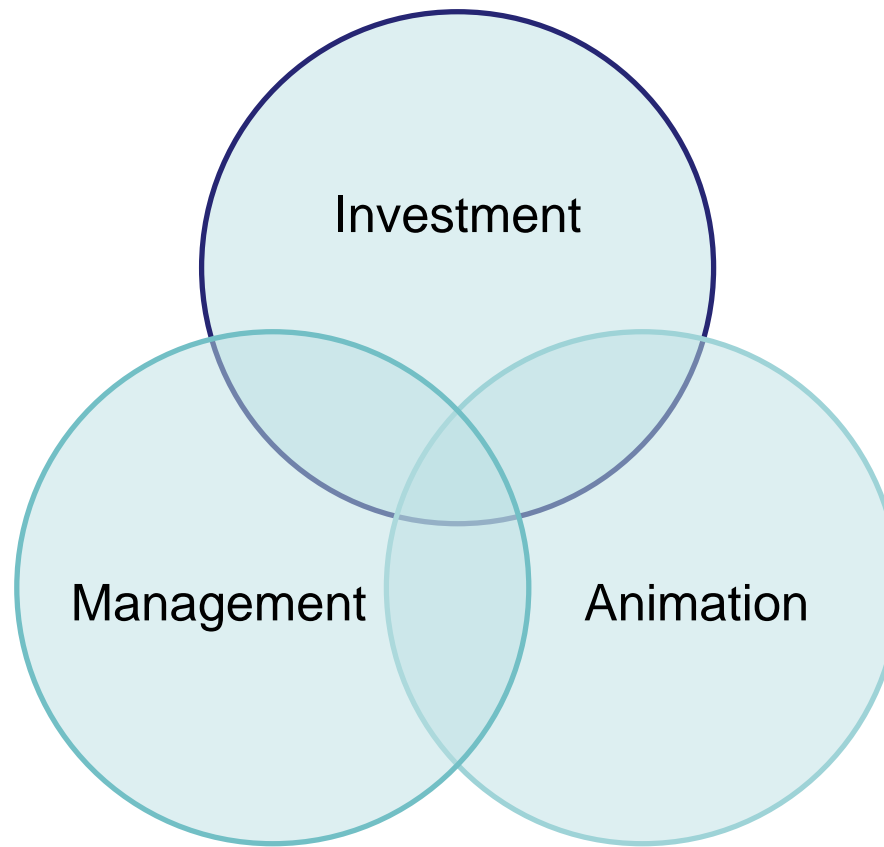
ADDITIONALI TY

NE1

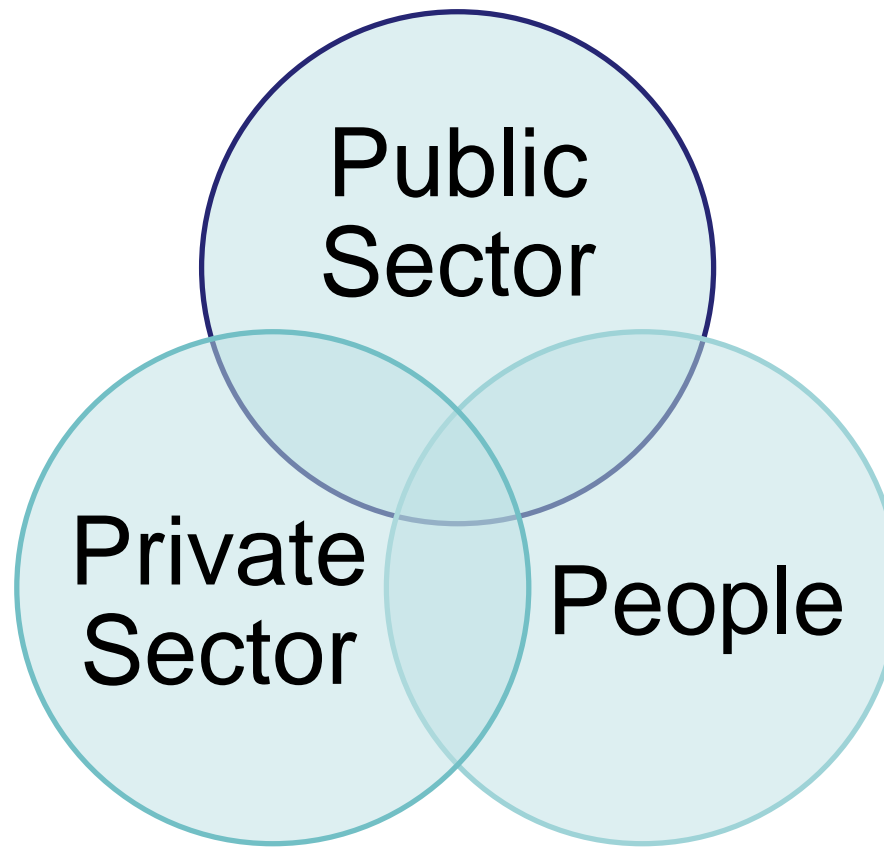
Delivery is via 3 core areas;

- 1) Stronger voice for business
- 2) Operations
- 3) Marketing & Events

Place



Key Stakeholders



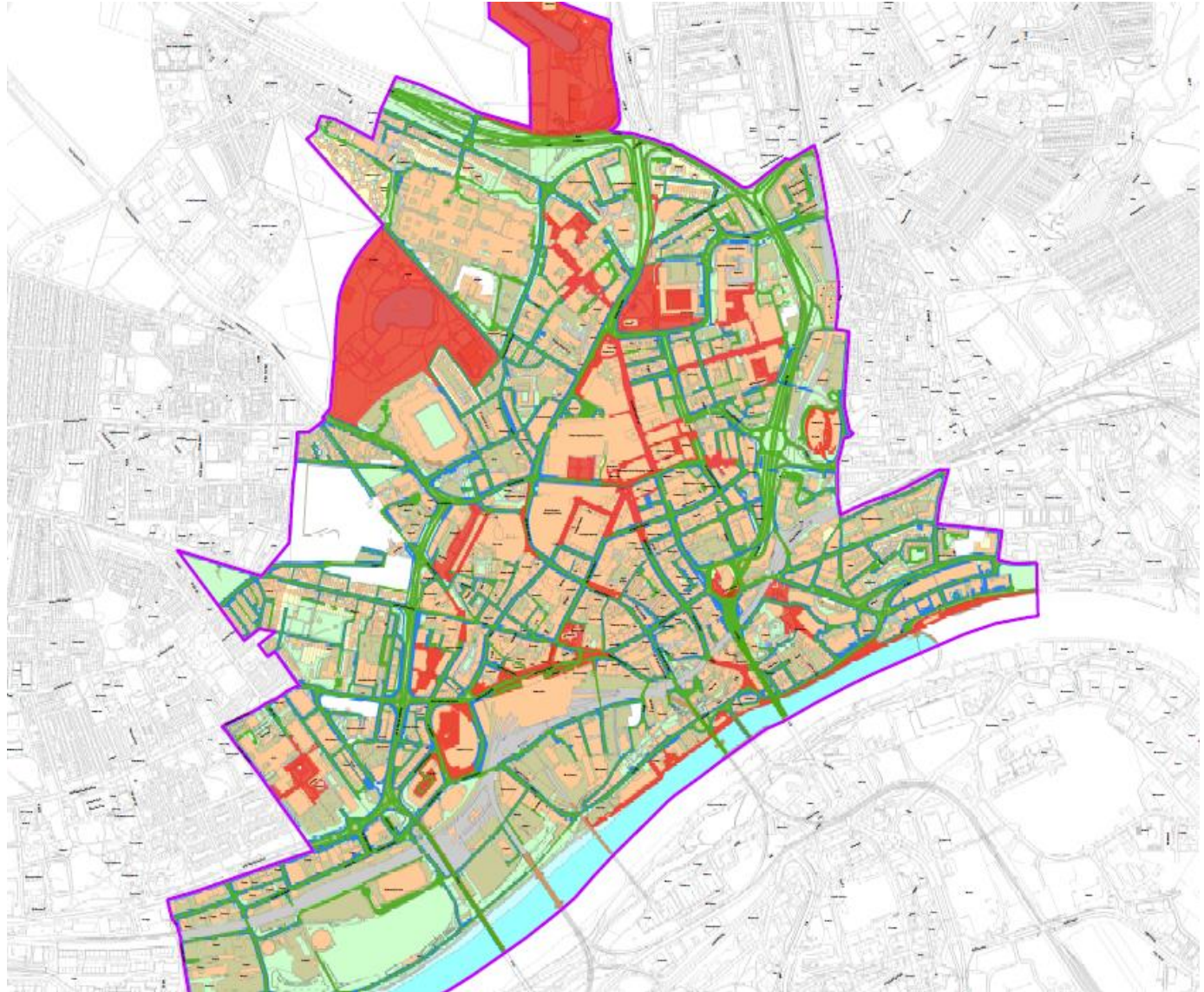
Key Trends

- Reduced demand for retail space
- Increased demand for urban residential
- Increased demand for office space
- Increased demand for 'experience' and quality of environment
- Increased level of competition and change

People



Place



NE1: Public Realm



NE1: Public Realm



NE1: Public Realm



NE1: Public Realm



NE1: Public Realm



NE1: Public Realm



NE1: Bigg Market



NE1: Bigg Market

- **£3.2m investment**
 - £1.6m from HLF
 - £1.6m from project partners (NE1, NCC & building owners)

NE1: Bigg Market



NE1: Bigg Market



NE1: Bigg Market

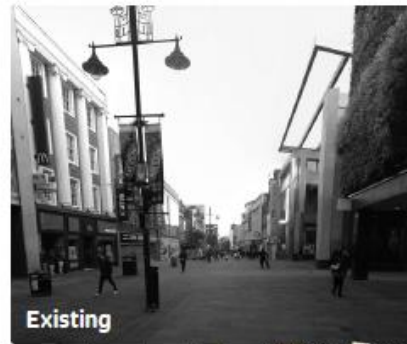
Additional pipeline of private sector investment of **£41m** in;

- Retail
- Leisure
- Residential
- Office
- Hotels

NE1: Retail Core



NE1: Retail Core



NE1: Retail Core

- Council agreed 1st phase of funding c£3.2m in Nov '17
- Jan 2018 – consultation
- Summer 2018 – trial initiatives to inform long term plans

NE1: Retail Core



NE1: Retail Core



NE1: Retail Core



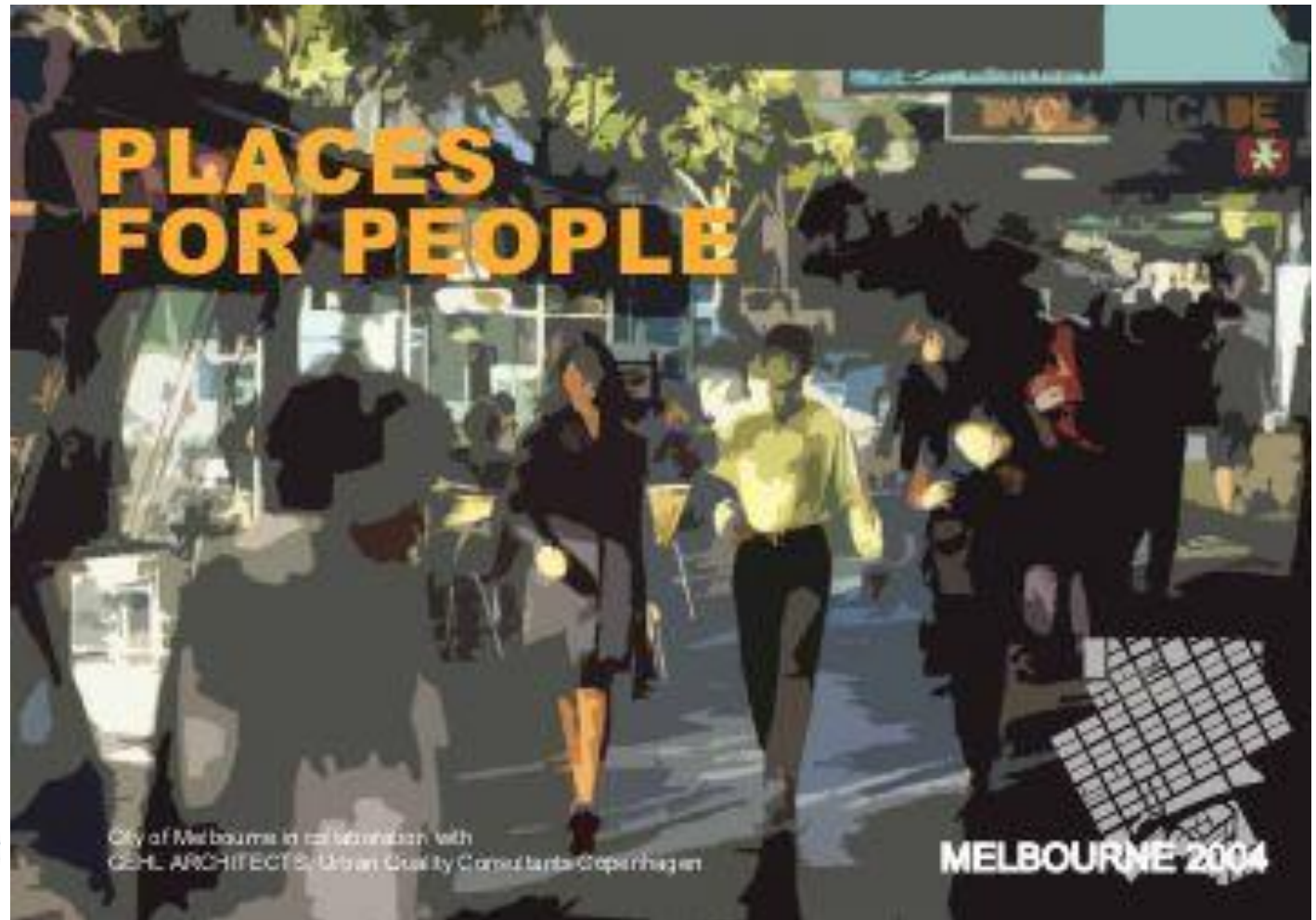
NE1: Retail Core



NE1: Retail Core



Catalysing Change: International perspective



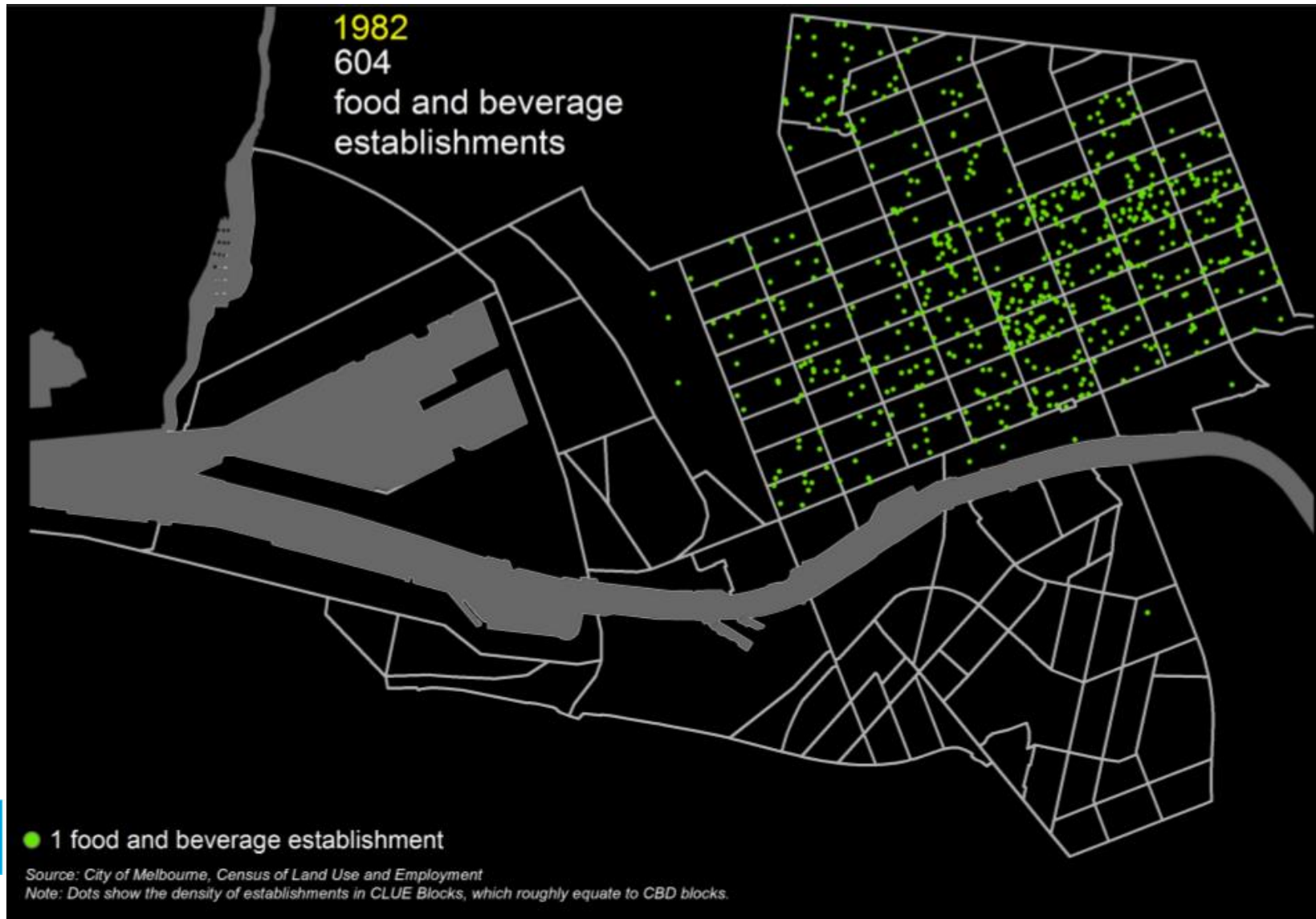
Impact: Melbourne



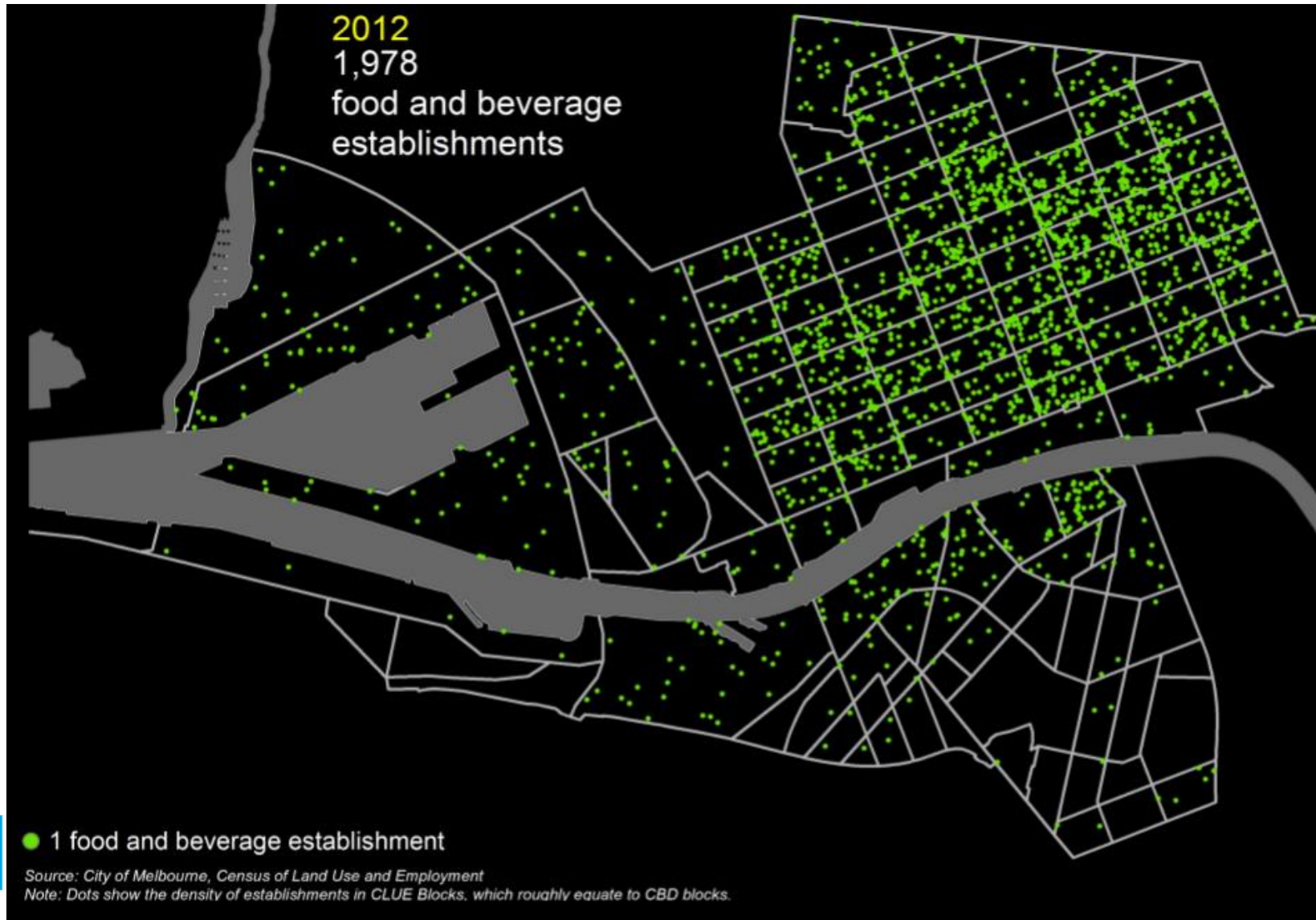
Impact: Melbourne



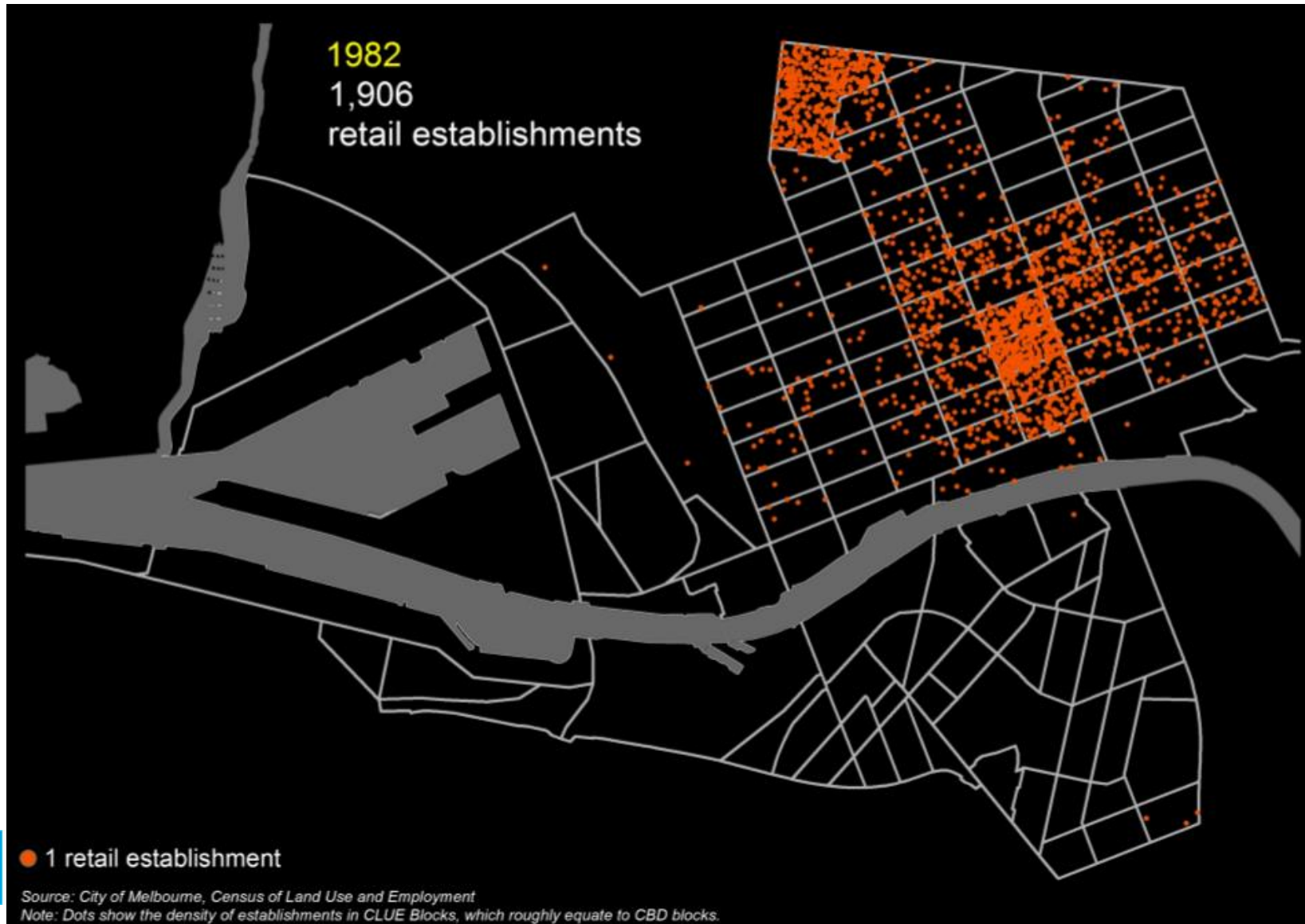
Impact: Melbourne



Impact: Melbourne



Impact: Melbourne



Impact: Melbourne



Impact: Melbourne

Headline figures;

- **830%** more residents 1992 – 2002
- **71%** more public space on streets and in squares between 1994 and 2004
- **62%** more students in the CDB 1993-2004
- **275%** more cafes and restaurants 1993-2004
- **88%** increase in footfall (Bourke Street Mall) 1993 - 2004
- **98%** increase in night time pedestrian footfall 1993 - 2004

Summary

- Cities need to be agile and adapt to change quicker
- They need to;
 - Be designed around people, not cars, buses or shops
 - Be relevant
 - Understand that they are in a competition
 - Deliver and experience that stimulates demand
 - Be open to alternative funding and delivery models

The Future

- More and deeper collaboration
- Stakeholders Vs Shareholders
- Greater citizen involvement/engagement e.g. HIDs (Housing Improvement Districts)