BIDs Workshop at City, University of London

Friday 30th November 2018

Adrian Waddell
Chief Executive

Stephen Patterson
Director of Communications
NE1 Background...

- Established 2009
- Independent, not for profit
- 1% levy, £2M income pa
- 1,400 Hereditaments
- 5 year term, subject to renewal
- Renewal Oct 18 (904 turnout, 88% ‘Yes’ vote)
NE1 Background...

- Projects overview
- Marketing & Events
- Newcastle Priorities
- Impact – other cities
- Success and the future
Alive after Five...

• £839m extra spending
• 13.7m extra visitors
• 78 new restaurants
Place... Public Realm
Bigg Market...

• £1.6m HLF funding
• £3.2m project value
• £40m private sector development
Bigg Market...
Bigg Market...
Bigg Market...
Bigg Market...
Newcastle City Marina...

- 5000 visits
- £250k impact
- Activity platform
Marketing & Events...

- 110,000+ at Motor Show
- 100+ restaurants
- £9.2m Nthn Pride
- £8.2m Magic W/E
- 42,000 students
- 340,000 visitors
- Budget £180k
NE1 Can...

- 960 young people
- 38 schools
- 2,940 interactions
- 100 employers
Street Rangers...

- 7,800 litter bags
- 5,475 calls
- 3,650 needles
- 5,200 reports to authorities
@NE1BID well done lads! Think they deserve a free lunch! #ne1
Business priorities...

• **Getting the basics right**: ensuring Newcastle is cleaner, greener and safer.

• **Attracting and promoting**: increasing footfall, spend, dwell time and perceptions of the city.

• **Curating the experience**: better co-ordination and management of the city centre experience and environment.

• **Improving connectivity**: both from a digital perspective and also looking at the city’s regional, national and international transport links.

• **Increased investment**: working with the public and private sector to drive further investment in the city centre.
Next 5 years...

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<th>The same, but better:</th>
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• Raising awareness

• Lobby for investment:
  • NSA
  • Bigg Market
  • Forth Banks
  • Blackett Street
  • Pilgrim Street

• ...and lots of troubleshooting
Next 5 years...

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**New Initiatives:**

- Alive after Five
- Restaurant week(s)
- Screen on the Green
- Motor Show
- Pride
- Street Rangers/Clean Team
- Christmas offer
Next 5 years...

**The same, but better:**

- Stronger voice for business
- Curating the experience

**New Initiatives:**

- Digital
- Wider audience
- Green
- Capitalising on the waterfront

- Faster and better, more resilient digital comms
- Catalyse digital projects that will improve the city centre
Next 5 years...

**The same, but better:**

- Stronger voice for business
- Curating the experience

**New Initiatives:**

- Digital
- Wider audience
- Green
- Capitalising on the waterfront

- Additional events in the city centre
- Broadened demographics, family focussed and culturally diverse
Next 5 years...

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• Communal recycling
• Reduced emissions
• Central green element to physical projects
Next 5 years...

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• Waterfront events programme
• Further investment in public realm
• Lever funding where possible
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• Further investment in public realm
• Lever funding where possible
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 CBD 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
Impact... Neuer Wall, Hamburg

• 220% increase in rents over 14 years
• 60% of properties invested in
• 24% increase in property values over 3 years
Figure 3: Model of local business rates revenues paid under public realm investment scenarios (£s, nominal)

Assumptions: 1. The investment affects £2.5 million worth of commercial property. 2. Constant rateable value growth at 5 percent. 3. Major improvements increase property values by 20 percent. 4. Small improvements increase property values by 10 percent. 5. Market decline decreases property values by 5 percent. Business rates multipliers are replicated from 1998-2008 actual multipliers. Inflation is assumed to be the average rate between 1998-2008.
Characteristics for a successful BID...

- Consultation:
  - Buy in from big players
  - Clear objectives
- Genuinely independent
  - Board
- Scale & ambition
- LA seen to be supporting
- Early wins – reputation building
- Team...people first, then skills
Conclusion...

• Doing nothing is not an option
• Cities need to be agile and adapt to change quickly
• They need to:
  • Be relevant, have a clear understanding of their purpose and future direction
  • Be designed around people and how they use the city centre
  • Understand that they are in a competition
  • Deliver an experience that stimulates demand
• Work together...but set the pace!
A GOOD CITY IS LIKE A GOOD PARTY — PEOPLE STAY LONGER THAN REALLY NECESSARY, BECAUSE THEY ARE ENJOYING THEMSELVES.

Jan Gehl, Gehl Architects