



NewcastleGateshead
Initiative



Category 23: Outstanding In-House Public Relations Team

Entrant - NewcastleGateshead Initiative

CIPR North East Region
PRide Awards 2009

The organisation

NewcastleGateshead Initiative (NGI) is the destination marketing agency for NewcastleGateshead with a remit to promote the area nationally and internationally as a world-class place to live, learn, work and visit.

The team

The team balances a whole range of talent and expertise and has a combined 52 years of communications experience. The team's background enables it to understand and support its partners and members through its blend of commercial, press and public sector experience.

Why we're special

The team brims with confidence and ability. Qualifications include Chartered Institute of Marketing Certificate (Head of Communications Tina Snowball) and CIPR diploma (Lisa Hadwin). (NCTJ accredited) David Bootle has both regional and national newspaper experience. It is safe to say that press and broadcast media come to the NGI team knowing we can deliver ... and equally we go to them knowing we can meet their deadlines and exceed their requirements. We're a confident, dynamic unit because we're effective at what we do and this is borne out by recent achievements. Over the last few years our staff and team have won several CIPR PRide Awards including: Outstanding Young Communicator Award (Kathie Wilcox, Jan 2007) and Outstanding In-House Team of the Year 2008 (silver); cementing our reputation as an all-round impressive unit.

David Bootle
Media & PR Manager

Tina Snowball
Head of Communications

Lisa Hadwin
Media & PR Manager

Kathie Wilcox
Media & PR Manager



Objectives

2008/09

Overall Objective: To position NewcastleGateshead as a leading short-break destination in key national and international markets and enhance perceptions of NewcastleGateshead as a culturally-rich destination.

Supporting objectives:

- Promote NewcastleGateshead's assets including heritage, architecture, its icons and its people.
- Work together with Tourism Tyne & Wear, other Area Tourism Partnerships and One North East to help promote North East England.
- Deliver targeted PR activities to support headline events in the culture¹⁰ programme
- Profile the business tourism strength and pedigree of the destination
- Assist in the retention of membership to NGI and deliver opportunities for recruitment of new members in emerging sectors



Outstanding achievements

2008/09



- Generated high levels of media coverage for specific events throughout the year as part of the East 08 cultural programme, and through profiling NewcastleGateshead as a culturally-rich destination. Highlights included the Winter Festival 2008 (£955k), EAT! NewcastleGateshead 2008 food festival (£1.8m) and Juice Festival for children and young people (£1m).



Outstanding achievements

2008/09 continued

- Achievement of increasing levels of media coverage profiling NewcastleGateshead as a leading city break destination. Media value achieved during 2008/9 was in excess of £7.9 million, with 99% of all coverage generated being positive.
- Supported full programme of over 30 culture¹⁰ partners with our PR expertise to assist in securing coverage for their events and the wider destination.



Outstanding achievements

2008/09 continued

- Delivery of over 100 fully-supported media visits by national and international journalists, sourced from more than 14 different countries which in turn generated positive travel and tourism headlines, features and articles for NewcastleGateshead around the world.
- Created two specific media networking dinners to build closer relationships between NGI and important media influencers, regionally and nationally. As a direct result, extensive national network BBC coverage was secured highlighting the growth in tourism in the North East and profiling NGI partner DFDS' activity, which was also played out to audiences internationally on BBC World.



Outstanding achievements

2008/09 continued



- Generated positive media coverage around the increasing economic contribution of tourism to the regional economy, highlighting increasing visitor figures and economic impact; the growth in hotel product and increasing hotel occupancy; helping generate coverage for many of NGI's convention bureau members.
- Delivered a refreshed and redesigned LIVE NewcastleGateshead publication highlighting the destination as an exciting place to live, work and learn. The publication is utilised by a wide range of NGI members to promote the region when recruiting from other national and international markets. This was complemented by delivery of several induction 'Welcome' events for members' staff.
- Initiated and delivered a high-quality coffee-table book celebrating the cultural regeneration of NewcastleGateshead over the last decade, in partnership with ncjMedia, which involved contributions from a large range of NGI funders and cultural partners. In addition, detailed media factsheets were also delivered, providing journalists and partners with a wealth of statistics and information illustrating the cultural regeneration.
- The communications team has also commenced in an advisory PR capacity on behalf of ING, the NewcastleGateshead city development company.



Campaign examples



Taking it slow to make quick friends

Eight courses of food and conversation at the East Festival have speeded things up at the Black Door Restaurant, at The Broomfield Factory.

Food event for mouths and minds

By Martin Wilson

It's not just about the food, it's about the conversation. At the EAT! festival, the food is just the start of the evening. The real magic happens when the plates are cleared and the conversation begins. It's a chance to meet new people, to share ideas, and to enjoy the company of others. The festival is a place where you can relax, enjoy a good meal, and have a great time.

So who'll eat the pies? You will!

Baker in hunt to discover our favourite

THINK FIRST

By [Name]

The festival is a chance to discover what we like to eat. It's a chance to try new recipes, to meet new people, and to enjoy the company of others. The festival is a place where you can relax, enjoy a good meal, and have a great time.



Big crowd enjoys a wee dram

By [Name]

The festival is a chance to enjoy a good meal and a good drink. It's a chance to meet new people, to share ideas, and to enjoy the company of others. The festival is a place where you can relax, enjoy a good meal, and have a great time.

Ten best events

- 1. A Night in Spain
- 2. Spring Wildlife Weekend
- 3. Wild about the Weekend
- 4. [Event Name]
- 5. [Event Name]
- 6. [Event Name]
- 7. [Event Name]
- 8. [Event Name]
- 9. [Event Name]
- 10. [Event Name]

Foodie Adventure Playground

You can make edible jewellery and paint a masterpiece with chocolate at this free event, where all ages can have fun with food as part of the city's EAT! Festival. Civic Centre, Newcastle

Fakenham Road (01328-851465)

Newcastle upon Tyne NEWCASTLE CIVIC CENTRE

►► Food Adventure Playground

See Ten Best, right, 10am, ends 16 May, free, Barnas Bridge (01207-566555)

THE W

Pages 10-11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100



EAT! NewcastleGateshead 2009

EAT! NewcastleGateshead has grown to become one of the most anticipated and well attended dates in NewcastleGateshead's calendar of world-class festivals and events.

The festival provided an exciting opportunity through the media to build on NewcastleGateshead's reputation for food and drink, and as a leading short-break destination, in turn encouraging more people to visit both during the festival and beyond.

- Long-lead listing opportunities were targeted and secured in key consumer titles, highlighting both the festival and the destination.
- Unique media opportunities were developed and delivered to generate maximum coverage - including the opportunity to dine 50 metres above the ground; with NewcastleGateshead's famous landmarks as a setting, it made an eye catching photo story that hit regional and national newspapers.
- Human interest stories were maximised with many outlets, including national BBC Radio 4, using this as the basis of their coverage.
- Social networking site, Twitter, was used by Festival Director Simon Preston to communicate with journalists and the public. Regular updates provided a behind the scenes look at the festival and was a key tool in keeping media up-to-date with breaking stories linked to the festival.

Combined, the EAT! NewcastleGateshead food festivals from 2007-2009 generated approximately £3m in media coverage and clearly demonstrates that the NGI communications team continually works to develop and deliver new, creative and effective PR campaigns year on year.



Campaign examples

continued

Business Tourism Supplement

The PR team created, managed and delivered two business tourism supplements; an eight-page supplement included in the business pages of the Newcastle Journal which complemented their 'Think North East First' campaign and a smaller version in the Evening Chronicle, which each emphasised the conferencing credibility of city-based and rural venues and highlighting the importance of tourism and business tourism to the regional economy.



NewcastleGateshead - perfectly equipped to host any event

Business tourism is a key sector for the region's economy and the region is well equipped to host any event. NewcastleGateshead is a vibrant and diverse region with a rich history and a wide range of venues and facilities to cater for all types of events. From small business meetings to large-scale conferences, the region offers a wide range of options to suit your needs. The region's excellent transport links and central location make it an ideal location for business events. NewcastleGateshead is a vibrant and diverse region with a rich history and a wide range of venues and facilities to cater for all types of events. From small business meetings to large-scale conferences, the region offers a wide range of options to suit your needs. The region's excellent transport links and central location make it an ideal location for business events.



Change can provide fresh opportunities



Everything you need to know

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Help is at hand to host your very own conference



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Away from it all on your doorstep

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Another high-end hotel is set to open for business

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Evaluation



Achievement of increasing levels of media coverage profiling NewcastleGateshead as a leading city-break destination. Media value achieved during 2008/9 exceeded £7.9 million, with 99% of all coverage generated being positive. This is a rise of over £5.5m from the previous year.

Introduced a new media reading service for NGI. This more efficient daily media monitoring portal delivers comprehensive daily cuttings from national and international media, including newspapers, specialist press and online monitoring and enables the team to demonstrate back to key partners and our 180 members our quantitative and qualitative delivery.

Initiated a comprehensive communications mapping exercise, to evaluate how NGI communicates with its various audiences including funders, stakeholders and partners.



Delivered a business-tourism PR R.O.I. of 1:80 with 100% of the coverage relating positive messages. Within a business tourism budget spend of less than £5k approximately £400,000 AVE has been achieved. This coverage success has been measured through a quantitative and qualitative analysis review of business tourism coverage; including conference trade press features, and regional and national press and broadcast coverage as well as online content.



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