

# Our Newcastle



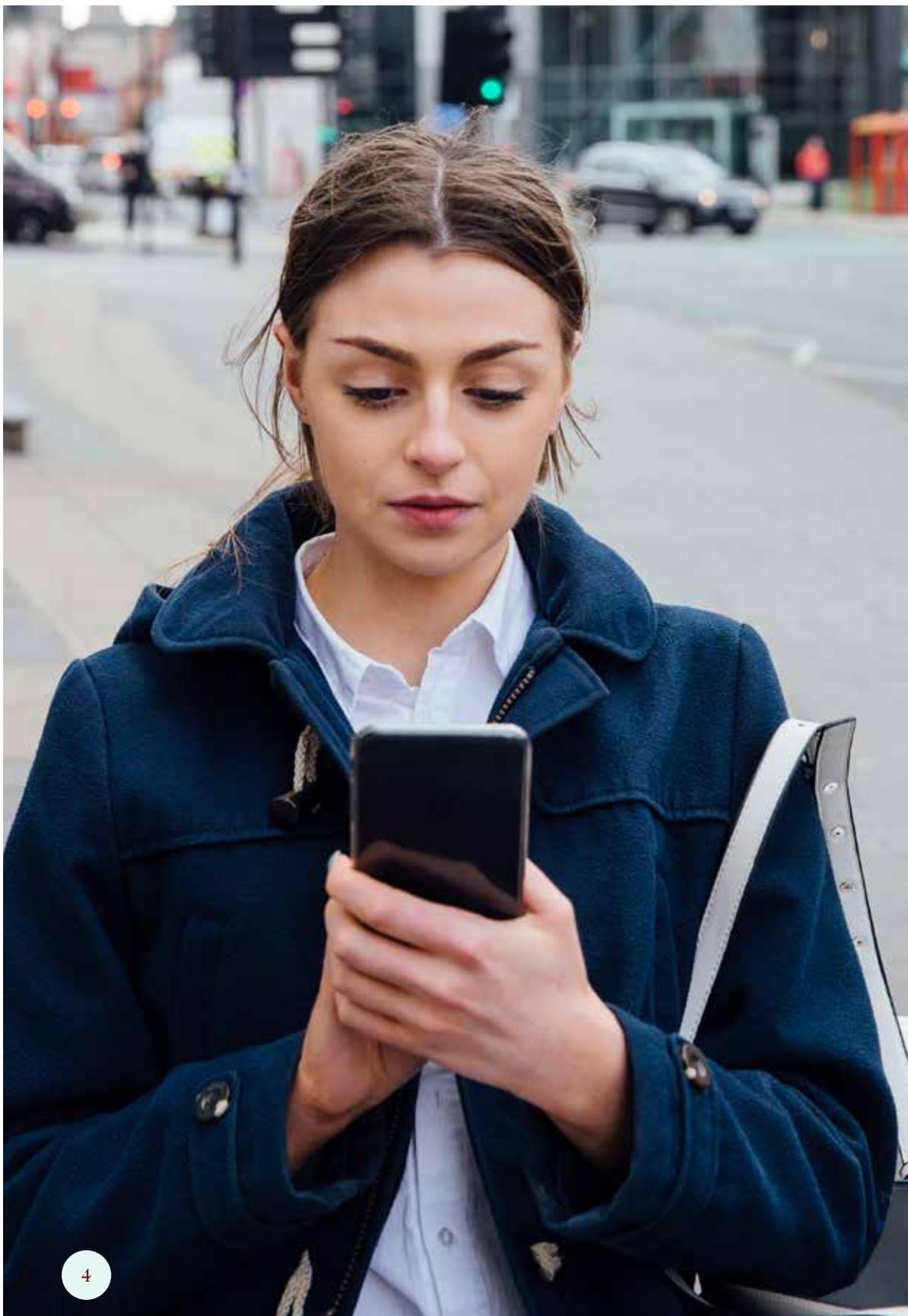


Our city has a story to share with the world. On the pages that follow you'll discover the ideas, storylines and plans that are shaping our future.

Read on, and be part of our story.  
Be part of Our Newcastle.



This city narrative document is an open-source tool to support partners and stakeholders in their work as ambassadors for our great city.



## Bright sparks and big ideas.



Our Newcastle is a great city, one that never stands still.

A city that makes history and shapes the future.  
A place of bright sparks and big ideas.

Of people who are passionate about the place they call home.  
And who always strive for something better.

A city with strong connections to the past, to the world,  
to each other. Somewhere to believe in, to love, to be proud of.  
A place that tugs at the heart, and will always call you back.

Ours is a city of justice, fairness and deeply held values.  
We think that great opportunities should be shared.  
And that people can do amazing things, when you give  
them a chance.

As a city, we will define, challenge and mark out a new path.

With the energy that comes from chasing your dreams, and  
then making them real. We've got an eye on the horizon,  
and just beyond. We believe in ourselves, and in our great city.

This is our Newcastle.

# Great city, Great connections



## Transport

Our Newcastle is a place with momentum; we know where we're going. We've got bold plans, and we've already started to deliver them.

This city and its people deserve a network of great travel choices and connections. A network that's as good as any in the world.

Reliable, smart and green, it should be a joy to use. It should place more opportunities within the reach of everyone, no matter where their journey begins.

We believe that public transport is a public good, the sign of a city that is flourishing. And where you get the chance to share a story or two, with a stranger that becomes a friend.

And our destination? A transport network that we Geordies can be proud of. A city that makes the right connections.

That makes healthy, active travel such as cycling and walking the first choice, every time. A place that has cleaner air for our children and that puts people first.

This is our Newcastle.





## That lightbulb moment? We invented it.



### Science and innovation

Newcastle is a city that thrives on fresh ideas.

We can craft, collaborate and code the future. From data, to beta, to 'let's make the future', we boast the best software programmers and some amazing digital entrepreneurs.

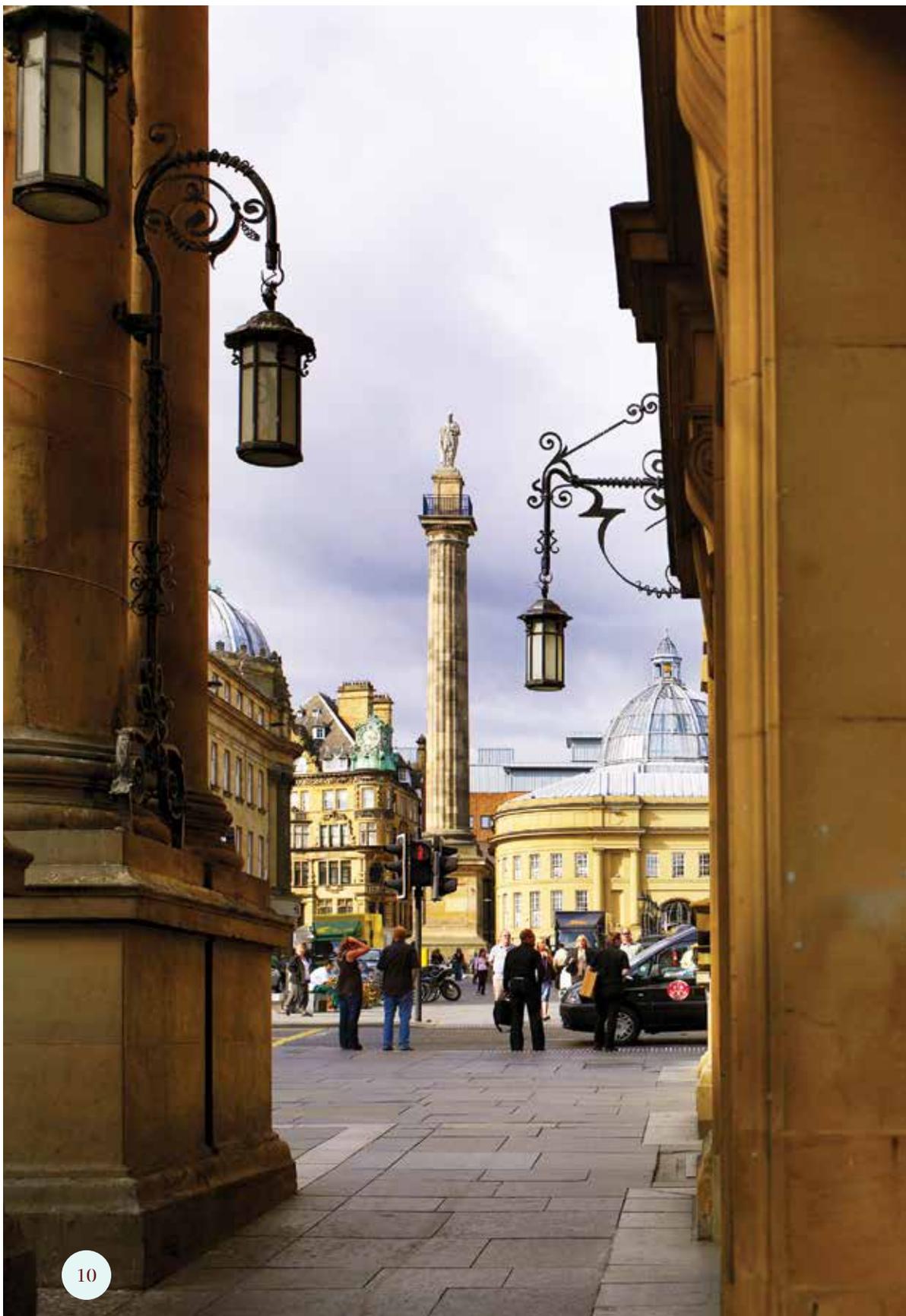
In the heart of the city, we have two universities and an innovation quarter, borne out of a firm belief that innovation always needs a home.

And for us, innovation is not out on a limb, housed in a shed on some orbital motorway. For Newcastle, science and technology sit right at the heart of our city centre vision.

From digital skills to open data, our plan for the city is all about raising our ambition. With strong leadership and great partnerships with business. Bringing brilliant innovations to the marketplace.

Home to the Great Exhibition of the North, a huge celebration of new thinking. We really did invent the lightbulb, and now we're ready to invent the future.

Bright spark? Welcome to Newcastle.



## The beating heart of a brilliant city



### City centre plan

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.

Newcastle is such a place.

It's a beautiful city. Some might say iconic, but on a scale that makes it feel like home, even if you've only just arrived.

Steeped in history, but also sparkling with the energy of a bright future that's playing out right before our eyes.

We've got two hugely successful universities right in the heart of the city, making students, graduates and knowledge workers a critical part of the mix.

And at its centre, Newcastle is as restless as ever in the pursuit of progress. We've got a plan to make our city centre better than ever. New business districts, new jobs, new homes and new connections.

We're growing, changing and investing in tomorrow.

After all, great cities don't stand still.

# Freedom to grow and to prosper



## Business

Newcastle is an ambitious city, always has been.

We've crafted a devolution deal for our city, and now we're focused on fresh investment, new skills and brighter opportunities.

Our business offer is all about ideas, energy and the brave new world of data. Our industries are fuelled by knowledge. From sub-sea engineering to life sciences and digital.

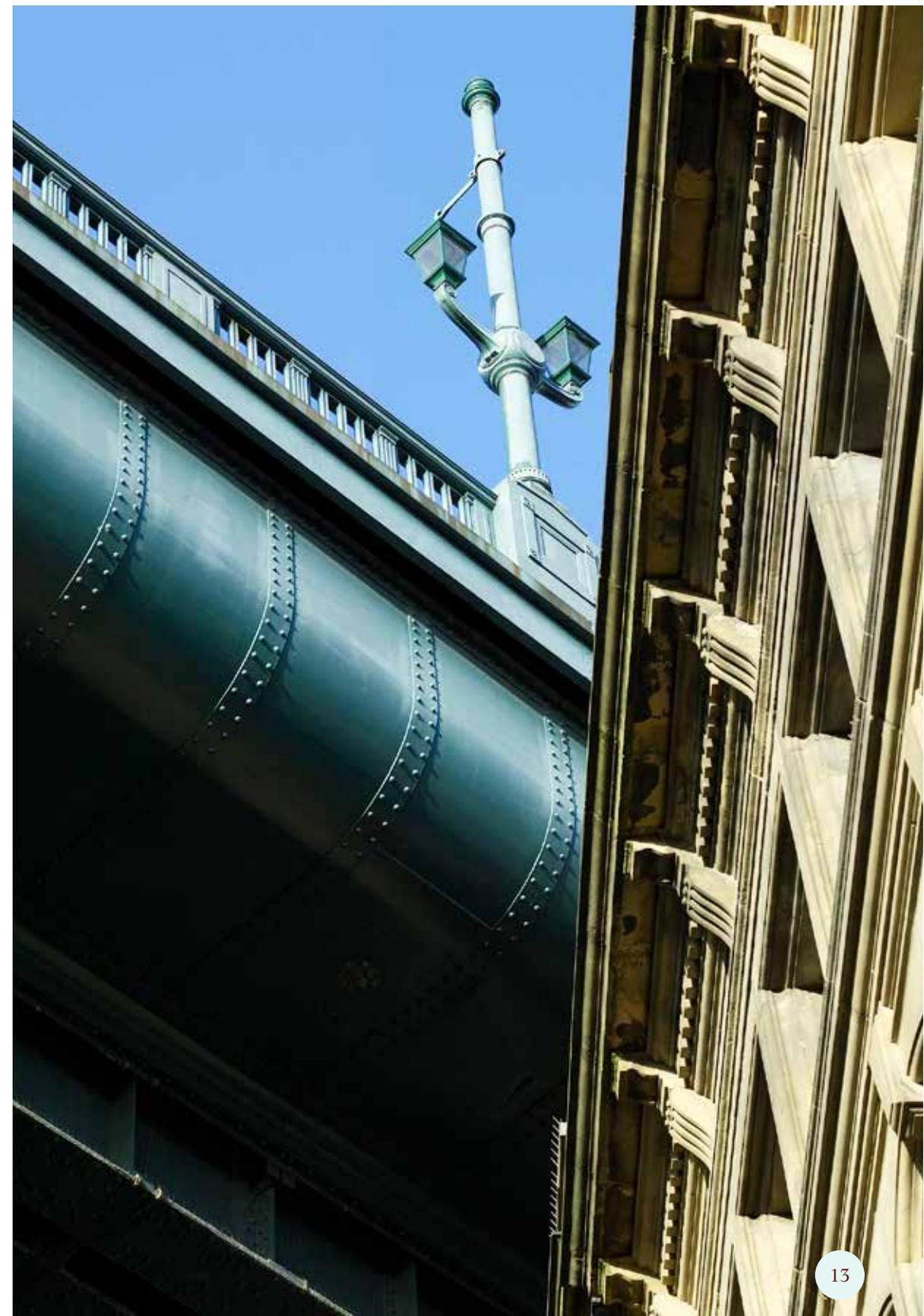
Each is hardwired into our strong local talent base, centred around our two great city centre universities. And that's because we know that people are our most important asset. That opportunity lands at the feet of each and every one of us.

We know that if the growth of our economy has a purpose, it is to ensure that the whole city prospers.

From our city leaders, to support services on the ground, we're all about making success happen, faster and better than anywhere else.

Why? It's because we know that laurels are not for resting on, and that tomorrow belongs to those who invent it today.

This is our Newcastle.





## Newcastle, it's time to share



### Social justice

We have a passion for change, and for strong, common values.

Our measure of success is a tide that lifts all boats; a prosperity that is shared. We want each and every Geordie to have a chance to contribute to that success.

The logic is as simple as it is irrefutable: opportunity should be universal, hard work will be rewarded, and the purpose of growth is to spread wealth, as well as generate it.

As with other cities, we know that there are still too many finding it hard to get by. Too many who have yet to see their quality of life improve.

Let's change that.

As a city, we can fight for justice, together. Helping others to help themselves. Business, government and charities; faith groups, campaign groups and individuals; families, communities and neighbours: we can all play our part.

If we work to stamp out poverty, and tear down the barriers that are holding our people back, we know for a fact that we will all feel the benefits.

For our city, the mark of our future success is not the riches of a few, but the better fortunes of the many.

This is our Newcastle.

## How to tell our city story

Thanks for being one of the storytellers.

We know that the way we describe our city matters. Our partners and stakeholders have told us they want a bold, shared narrative to tell the world about Newcastle; this document has been prepared to meet that critical need. The words used and the sentiment they generate express how we feel about the place we choose to live, work, study, socialise and raise our children.

Getting the narrative right will not only help us to communicate, it will also build on Newcastle's reputation as a pioneering city, one that empowers its residents and embraces new opportunities.

Tone of voice is key to this and is reflected powerfully in the main heading, 'This is our Newcastle'. Newcastle is inclusive. Newcastle is for the many.

This line, or a slight variation of it, 'Our Newcastle' runs through the entire narrative and is to be used as frequently as possible, either at the beginning or as a sign-off, from mail-outs to social media posts.

This is our signature mark and our most important message, a call to action to rally the residents and visitors of Newcastle to take ownership of the city and work together to make it even better.

With the overarching, inclusive and empowering narrative in mind, we also have topic-specific sub-narratives with thoughts and words for when we need to discuss something more specific e.g. our plans for growth, or new traffic layouts in the city centre.

We're talking to our audience, not at them. We're in this together and the improvements are all part of the city's transformation into a place that's better for everyone.

Please use this narrative as the starting point for your own story, for the future of our great city.





Bright sparks  
and big ideas.

