

Newcastle.
Click here.



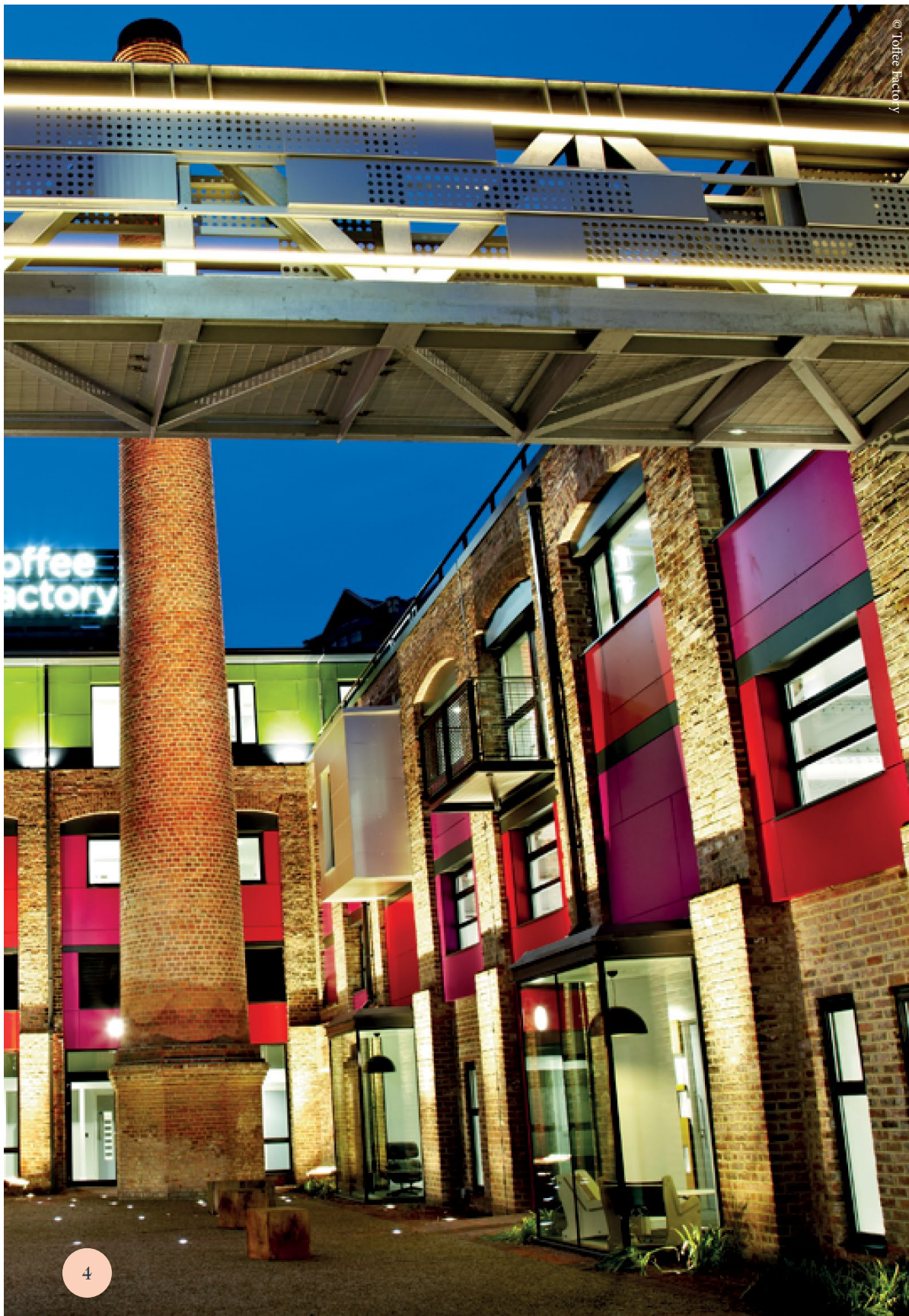


Newcastle. Digital by design.
We have the can-do, the know-how,
and the get up and go to transform
our city. It's something that's been
building for years.

Entrepreneurs, innovators, start-ups
and global players. Moving to our
city, creating a digital scene to rival
all. Now is the time to tell the world.

Turn the page, discover the future.





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Newcastle. Click here.



Newcastle is a city that faces forward, embracing change. It's powered by people, and inspired by fresh ideas.

For us, technology is all about possibilities. It's about reaching higher, every time. Our passion for a digital revolution is driven by all we know it can deliver.

Technologies that make life more liveable. Web-connected sensors, to keep a check on our city's environment. Cleaner air, better transport, more responsive local services. Helping us to be an age-friendly city. And also giving connectivity and opportunity to young people just starting out.

Data that's there to empower us, to sharpen our choices and to brighten our world. It will never define us, but it will shape our future. More democracy, and accountability.

We can be in touch with each other, and with the city that we love. Used well, new technologies can bring people and communities closer together. And they can drive the ambition of a new generation of entrepreneurs.

That's why we want to be leaders in this. To ensure that our brave new world of data and innovation puts people first.

We plan to crack the code on becoming a truly digital city. To be smarter, fairer, faster and more productive. A natural place for digital businesses to be born, locate and flourish.

And then we want to use what we've learnt to shape new ventures, and new connections. The future belongs to those who invent it.

This is our Newcastle.

Connectivity. Creativity.



Digital connectivity and infrastructure

Connections. They're the key. And when it comes to digital connectivity, Newcastle is at the fore. It starts on the streets. And travels under the seas.

Whether to work, play, discover, pay, free public wifi across Newcastle city centre gives everyone the chance to connect. At the other end of the scale, Stellium, operating the UK's largest purpose-built data centre, deals with data; lots of it. And, in the digital world where the Internet of Everything is also the Internet of Everywhere, it allows that data to come from, and go to, wherever required. From the 40km metro area fibre network, linking Newcastle to national and international networks, Stellium brings vast digital infrastructure to the North East.

And then there's the planned North Sea Connect project. A high capacity fibre cable to Denmark that, together with existing subsea networks to North America and Northern Europe, puts the city firmly on the global digital infrastructure map. But that's not all. A further link to Norway, extensions to the metro fibre loop and a bid for 5G, are all real – and achievable – ambitions.

Newcastle is fast becoming the prime digital destination.

A city digital by design.





© Tech for Life

From playground to PhD and beyond



Skills, higher education, R&D

Newcastle. A digital city. And that means for all.

From playground to PhD. Newcastle's education and skills sector is equipping people with digital skills for the future.

In the here and now, we're focused on attracting the best talent to create a hot bed of skills to make this digital future a reality. But what of the entrepreneurs, employers and employees of tomorrow?

Opening in 2018, the North East Futures University Technical College is helping to provide the answer. With health sciences and digital technology as standout specialisms, it offers incredible opportunities for 14-19-year-olds. Bringing learning to life, preparing students for work. And it's all backed by impressive partners including Sage, Ubisoft, NHS and Accenture.

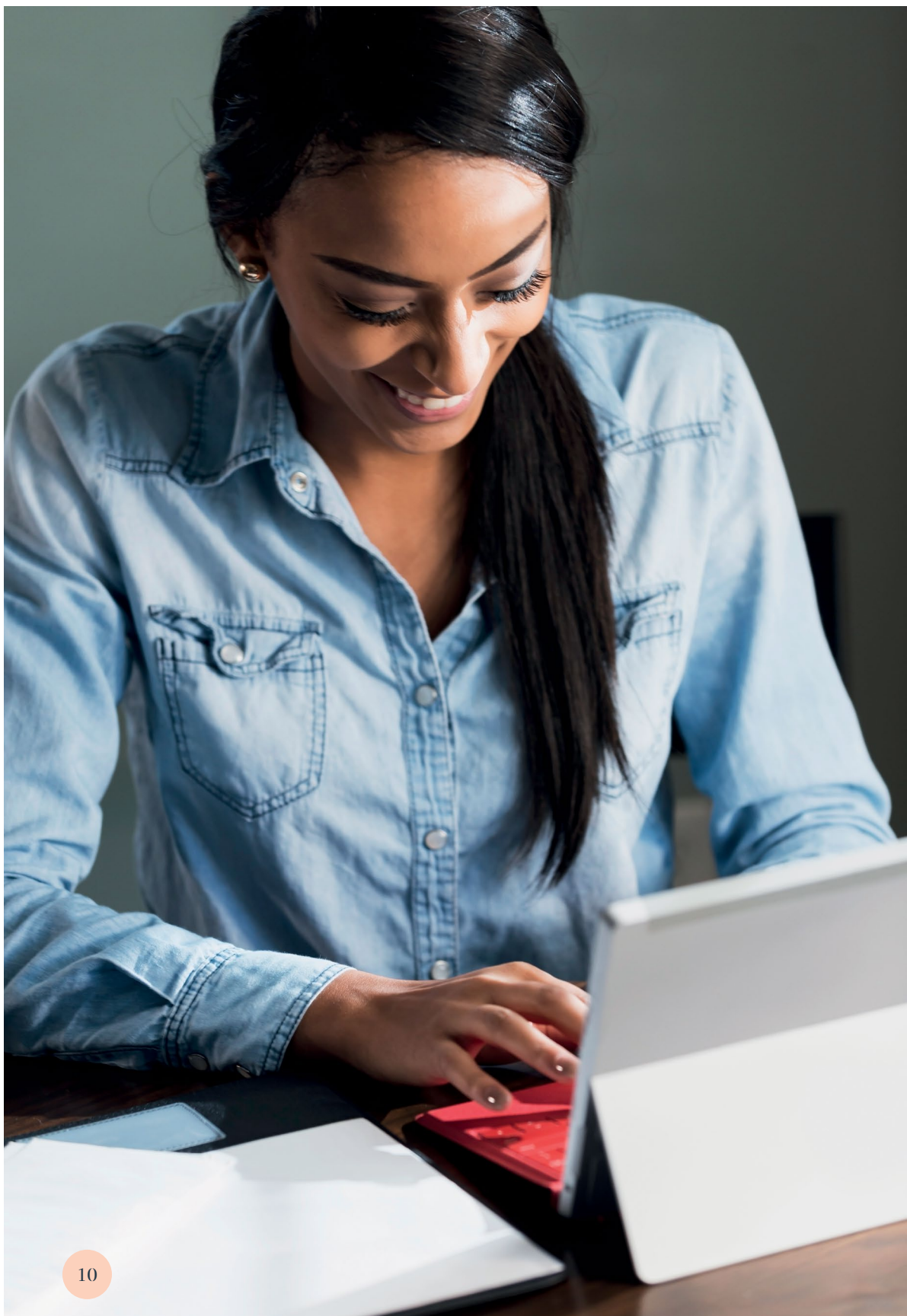
Newcastle nurtures talent.

There are 50,000 STEM students studying in our region's universities every year. Computer Science, Marine Technology, Civil Engineering, Games Development, Bioprocessing. Newcastle University tops the league for the impact of its research in computing science. And Tech for Life is busy delivering innovative programmes to improve diversity and skills in the digital economy.

The potential is here and it's critical to success.

At Newcastle Helix, the National Innovation Centre for Data will bring together industry, academics and the public sector to unleash the huge potential of data and how it can benefit our wider economy and society.

Newcastle has an eye on the future. We're shaping it here in the present.



Start up. Scale up.



A great place to start
and grow a business

Newcastle. A city with a long history of pioneers. And the latest chapter is being written by start-ups.

Space, skills, support and syndicates. By removing the barriers to growth, encouraging entrepreneurs and embracing the established, we're creating the perfect environment for success.

Start-ups transform places. Digital and technology start-ups are transforming Newcastle. Creating a place where innovation, skills, and passion are creating a true digital hub. And it's not on the city limits, out on a limb. It's in the heart of the city. Its influence is spreading, and its success is growing. By 2020 it's estimated that the north east's digital and IT cluster will be a £2.5 billion industry.

We were the home of Ignite – one of Europe's first and most successful pre-seed accelerator programmes. Building on this today are Digital Union, Dynamo and Newcastle Tech Trust. Between them, they're proactive, empowering, supportive and determined. Committed to the sector and those that operate within it.

Alongside the new, the diverse landscape of global players. Changing the face of the public sector and pioneering gaming, cyber, med-tech and software. Those that bring the experience, development and investment. This is the place that Sage calls home. With solutions to manage everything from money to people, this FTSE 100 software firm was born and settled right here in Newcastle.

We're building on strong foundations, but we need to continue and strengthen this sector further still; and that means attracting and retaining the talent and business that can make it all possible.

A city of digital generations. Each benefiting from the other.

Digital council. Connected citizens.



A digital council...
transforming services

Everyday technology. That's what we're after.
User-friendly, flexible, accessible.

Newcastle City Council is transforming service delivery –and it's all underpinned by digital. Making it easier for everyone to get online, access services and find what they need.

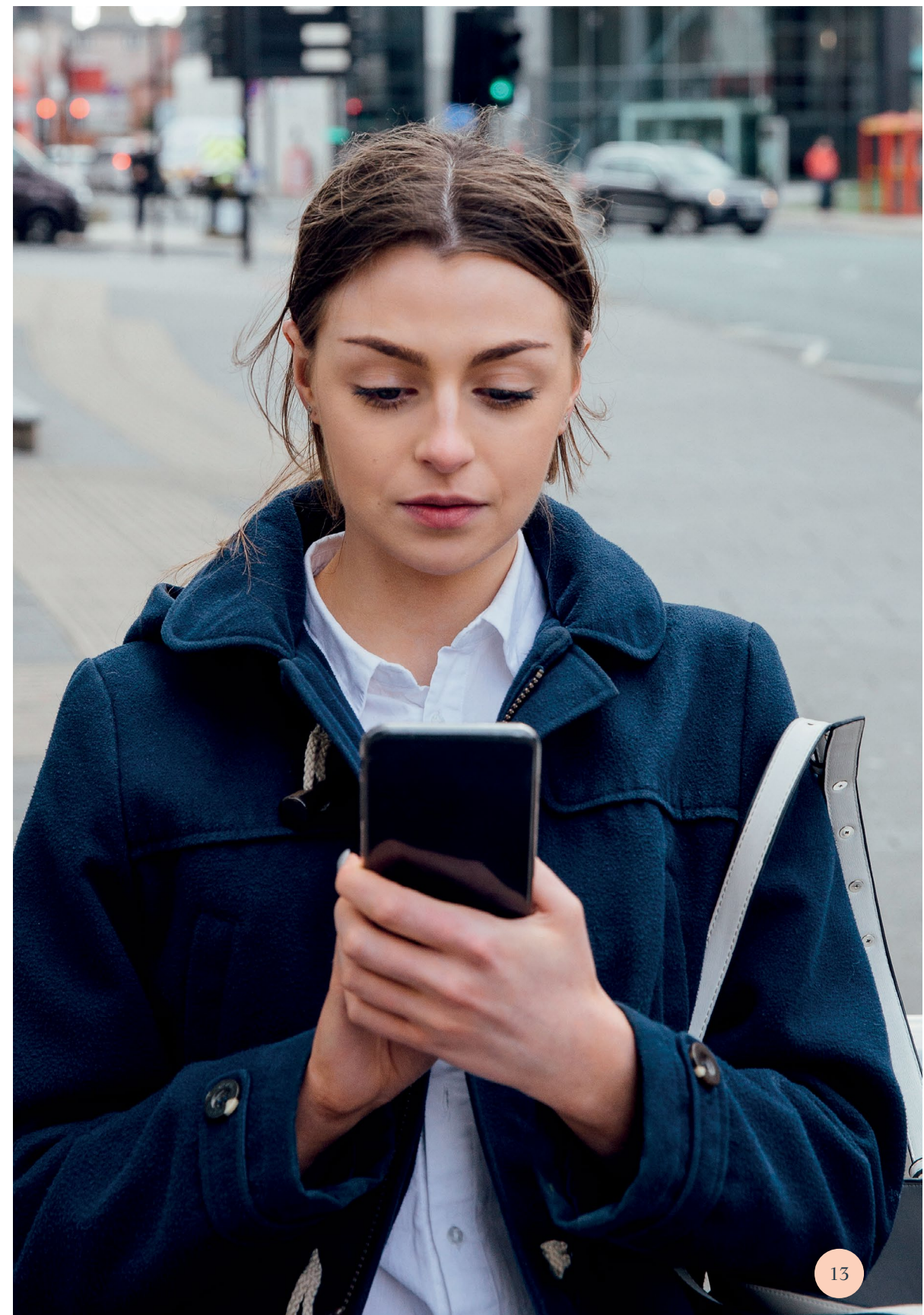
And to make sure everyone can access these digital services, we're creating Digital Citizens. A focus on entry level digital literacy. Taster sessions, basic computer skills, we're even training the trainers. Access for all. A transformed digital landscape.

No computer? No problem. SMS and Messenger are part of the mix. It's all about considering the technology that we already use in our day-to-day lives, to meet our users' needs.

Fancy a chat? We've developed the artificial intelligence for a chatbot to guide people through social care needs. It uses the language that people use in normal conversation, the everyday language of Newcastle. Removing frustration, our focus is on solutions.

But we know we can go much further, to both improve user experiences and deliver efficient services – and we're going to bring in support from a tech partner to help us to do this.

Working hours. Out of hours. Text. Click. Find. Solve.



Smart thinking. Smart city.



Smart city pioneer

Newcastle. A city of innovation. A city of transformation.

As the second fastest growing digital sector outside London, we have all the foundations in place.

Free public wifi coverage. State-of-the-art data centres. Fibre links to the heart of the city and out to Denmark, North America and onwards. There's so much data passing through Newcastle. And we have the knowledge, skills, and resources to harness it.

Home of the Great Exhibition of the North 2018. A spectacular celebration of our pioneering spirit, inventors, artists and designers.

Where better to shine the spotlight of innovation? All eyes will once again be on Newcastle. Specifically on the world's first electrically lit street, illuminated by Joseph Swan's incandescent bulb back in 1880. A project led by Cisco will transform it into a new smart street, enabled with digital technology for intelligent lighting, smart parking and waste management. A demonstration of the possibilities of smart technologies.

And with the £3.5 million invested in sensors and open data by Urban Observatory at Newcastle University, we have the largest set of publicly available real time urban data in the UK.

After the festivity, a legacy. The infrastructure, ability and passion to deliver digital skills to all. A digital citizen in their home, a STEM student at school, a researcher at university. Digital as standard.

And our digital story is one we need to share far and wide. The public, private and voluntary sectors joining together, strength in numbers, a louder voice.

It's the future. Once again, we're inventing it in Newcastle.



Bright sparks
and big ideas.

