
Institute for Local Governance Seminar on Arts and Inward Investment



27/04/18

**Sage Gateshead: for artists, for audiences,
for the north, for the long term**

Sage Gateshead – original ambitions

1. International quality **Concert Hall** for [Royal] Northern Sinfonia
2. Outstanding **acoustics**, with no compromise
3. Uniquely equipped facility for **traditional music and musicians**
4. **All musics**, with equal emphasis, for all audiences and communities
5. **Regional music education** centre, equal emphasis with performance, in Sage Gateshead, regionwide, nationally and internationally
6. Regional centre for national / international **conferences**
7. Iconic waterfront statement
8. Kick-start to **Quays redevelopment**, and thereby town centre

Sage Gateshead – 10 year statistics

3,000+ **Performances**

1.5 million participants in **Creative Learning** activity

6 million **Visitors**

Compared with original pre-opening predictions

- 2x turnover

- 4x conferencing income

- 5x learning and participation income

Raised £11m **Endowment**; before opening – we have since raised a second endowment for £6m

£283m **Regional Economic Contribution** (6x cost of SG building)

Sage Gateshead in 2018

27/04/18

1. Significantly increase the number and range of people connected with music
2. Excellence, innovation and inclusion. Live and digital programmes.
 - *A music centre for the 21st century:*
 - *Multi-genre programming for first timers through to avid fans*
 - *Home to Royal Northern Sinfonia and Folkworks*
 - *Creative Learning, particularly for children and young people.*
 - *Artist development for the next generation of musicians*
3. A sustainable business model for the organisation
4. Our people and partnerships will be strong, flexible and outward facing















NEWCASTLEGATESHEAD

We'll use
NewcastleGateshead's
beautiful buildings and
bustling businesses as
our display cabinets,
and our beloved bridges
and elegant streets as
our canvas.





In the spirit of the great exhibitions of the past, this will be a showcase of the outstanding and the extraordinary from across the North.



CONTENT FROM ACROSS THE NORTH

IMPACT OF THE NORTH

The Exhibition is a three-month celebration of the North of England's pioneering spirit and the impact of our inventors, artists and designers.



CHANGING PERCEPTIONS

This is a game-changing moment when we will share with each other and the rest of the world just how ingenious, imaginative and inventive our people are.



ATTRACTING AND DEVELOPING TALENT





The Exhibition will instill a whole new level of local pride. No matter how well you know your North already, you'll discover new reasons to be proud and positive about the future.

PRIDE IN THE NORTH



Immersive experiences,
hands-on activities and
family friendly fun will
provide new ways to
discover how our big
ideas made history and
continue to drive our
future.



GET HANDS ON



No matter how well
you know and love
NewcastleGateshead
already, you'll see it
sparkle in a whole
new light as
Exhibition magic
sweeps through.



TRANSFORMING THE CITY

Gateshead Quays development

27/4/18



- Arena (12,500 capacity)
- Conference (2,000 capacity) and Exhibition Centre (7,500 sqm exhibition space and 2,800 sqm of meeting space)
- Hotels
- Leisure (Food and Beverage)
- Parking





Anticipated Social and Economic Benefits

27/4/18

- Hundreds of thousands of visitors to Gateshead Quays each year - many will be additional visitors to the region, bringing additional spend.
- Development anticipated to support over 1,000 jobs - most from increased hotel, food & beverage and visitor activity (e.g. car parking; travel, additional leisure activity both at events, and from event visitors returning to enjoy what the region has to offer in their leisure/holiday time etc), but also through additional goods and services generated to support the new venues – including event production, stand design, technical solutions etc.
- Events and conferences will foster long term commercial links between national and international customers and regional companies.