



**LDN**  
COLLECTIVE

we are city makers

# Meet the team

1. [Natasha Reid](#), Founder, Matter Space Soul
2. [Tara Gbolade](#), Co-Founder, Gbolade Studios
3. [Abigail Baggley](#), Design Director, Boon Brown
4. [Lawrence Barraclough](#), Founder, You See Media
5. [Max Farrell](#), Founder, LDN Collective
6. [Olly Deed](#), Founder, ECF
7. [Robert Gordon Clark](#), Senior Adviser, LCA & NLA
8. [Sam Luker](#), Associate Director, AESG
9. [Tim Ashwin](#), Founder, Tim Ashwin Consulting
10. [Gary Young](#), Founder, Place 54 Architects



# Introduction

Key development themes

Improving economic  
vitality



Health & well-being



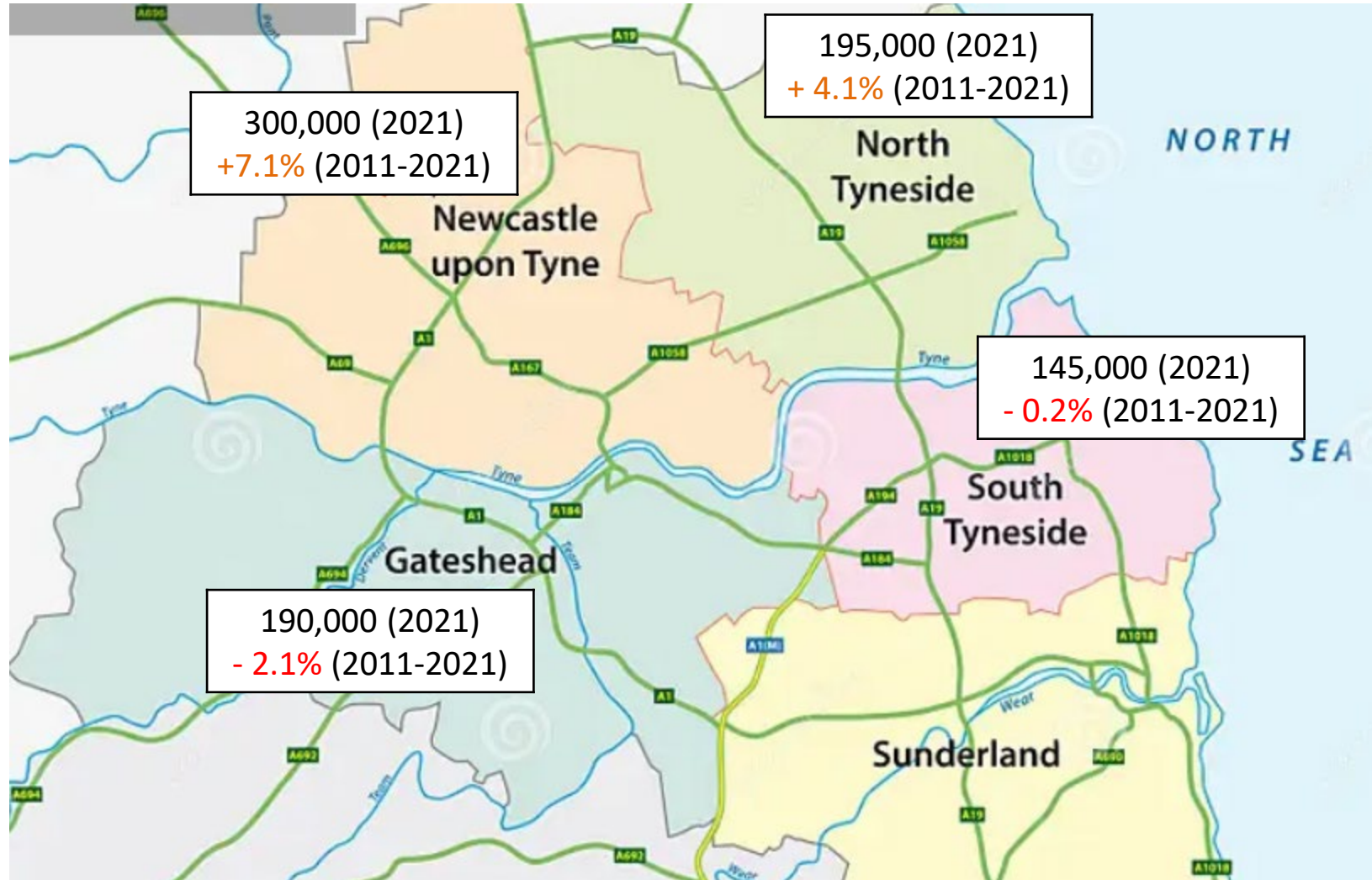
Socio-economic profile

Challenges

Opportunities

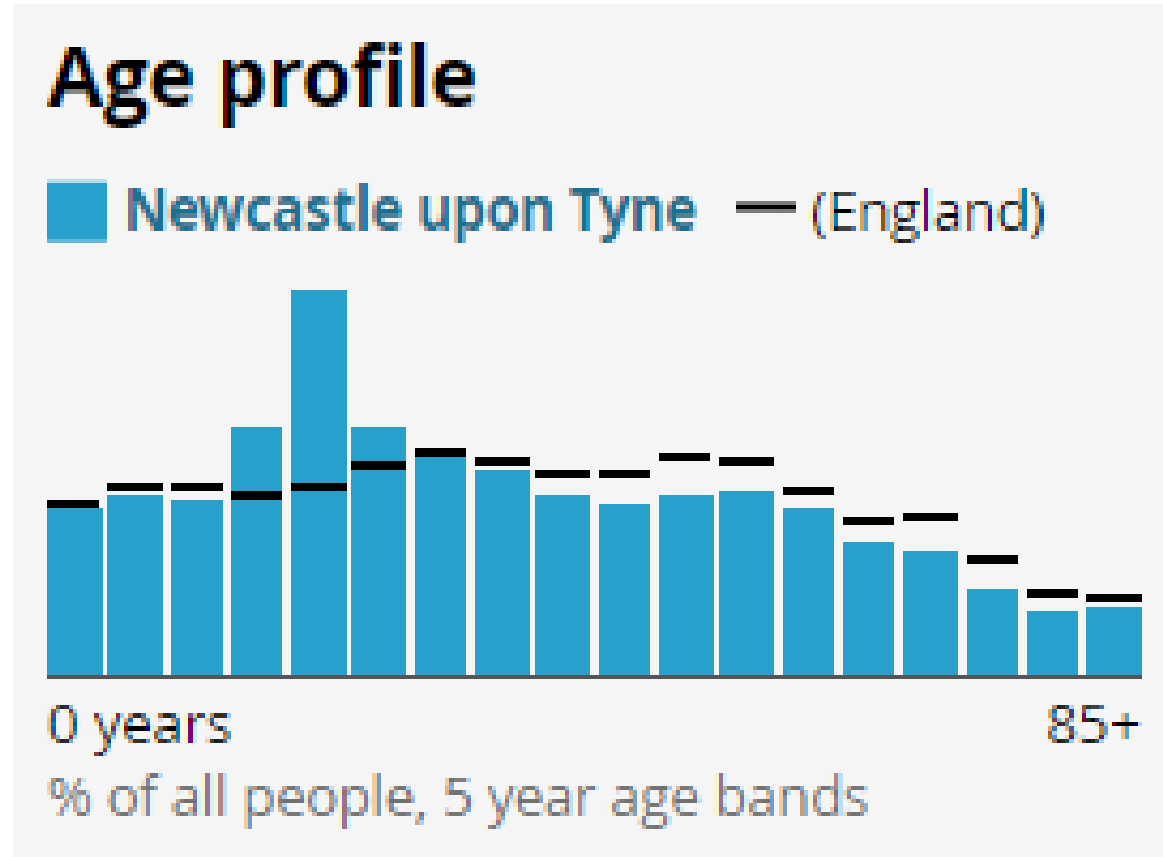
# Demographic profile

- Metropolitan area population 830,000 (UK's 8<sup>th</sup> largest)
- City of Newcastle upon Tyne population 300,000
- Significantly higher share of city population in 20-25 age bracket



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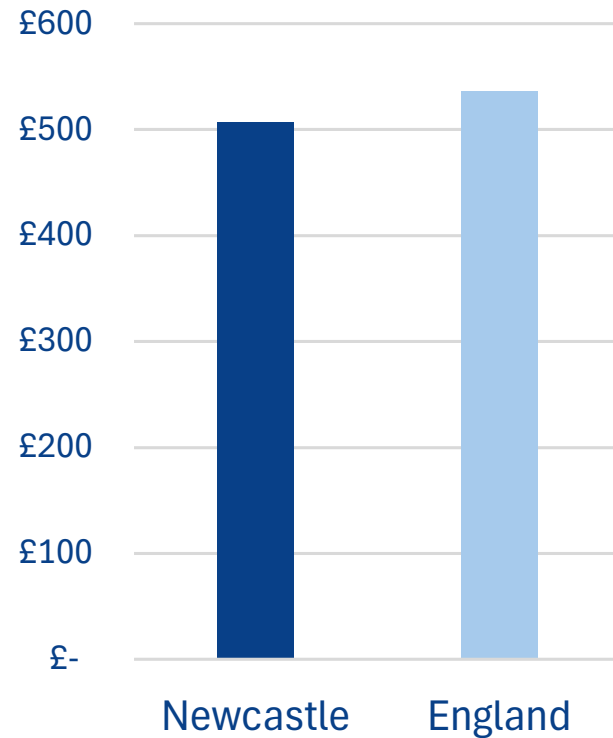
# Improving economic vitality

## Challenges

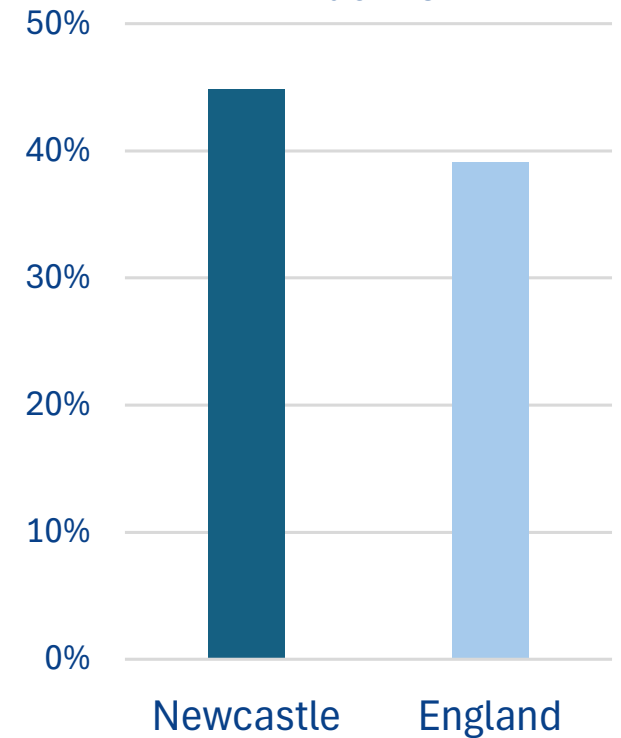
Below-average earnings  
Higher levels of economic inactivity  
Inequality and deprivation



Ave. earnings per capita (ONS)



% population economically inactive



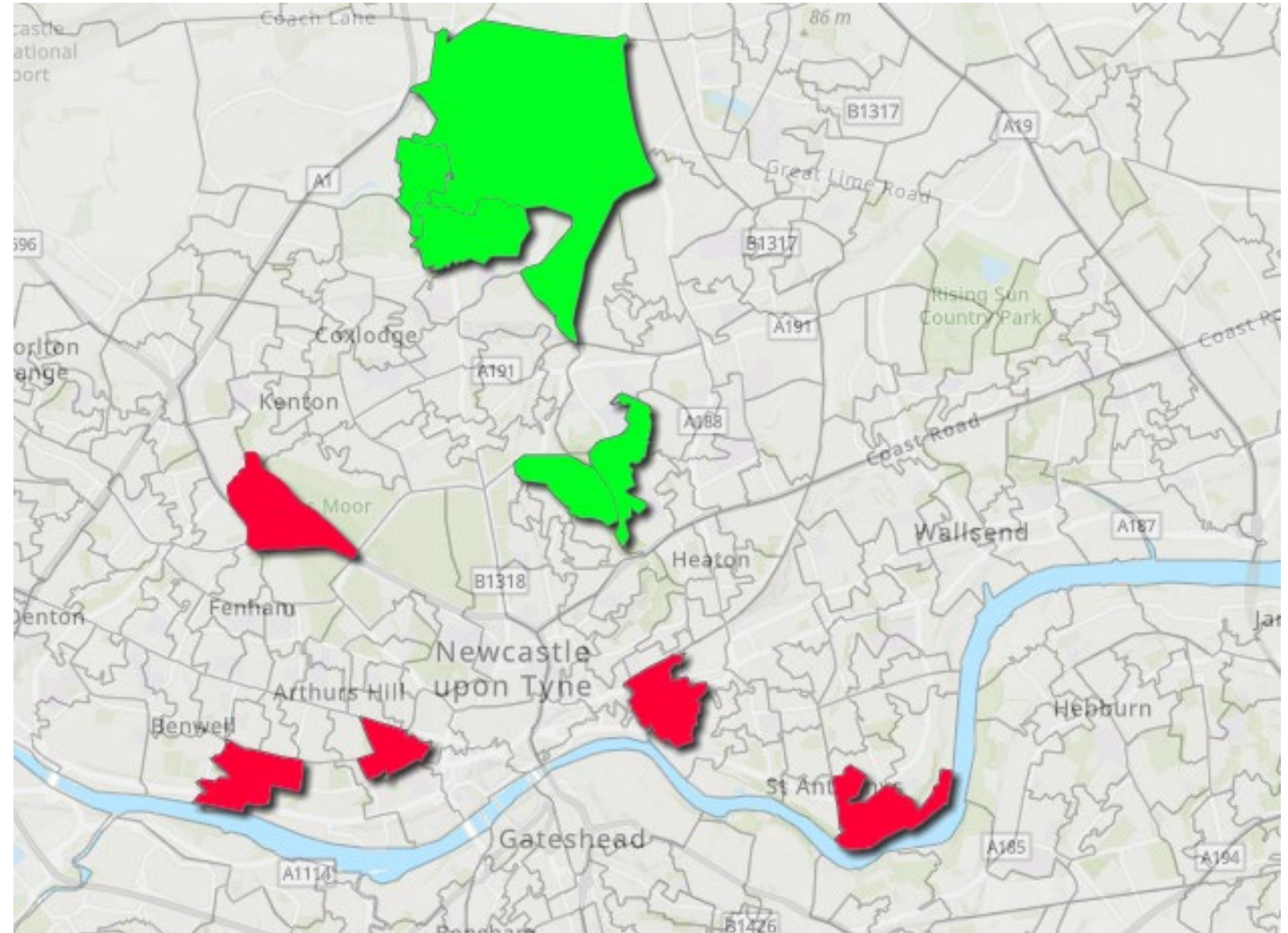
# Improving economic vitality



## Challenges

Below-average earnings  
Higher levels of economic inactivity  
Inequality and deprivation

The map below shows the **Most** and **Least** deprived areas of Newcastle according to the Index of Multiple Deprivation (IMD) ([CDRC data](#))



# Improving economic vitality

## Strengths

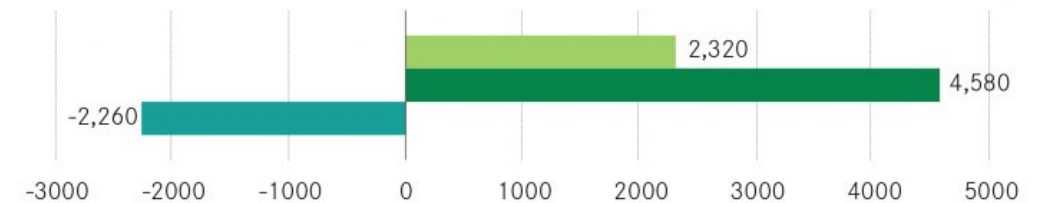
Two major universities:

Newcastle University (29,000 students)

Northumbria University (34,000 students)

Internationally recognised centre for R&D

Attractiveness of city for graduates



● Graduate gain ● Non-domiciled graduates gained ● Domiciled students lost





# Improving economic vitality

## Strengths



### Significant levels of FDI

Ranked 1<sup>st</sup> in Europe for FDI strategy by fDi Intelligence, and 1<sup>st</sup> in UK outside London for job creation.

33 x new investments in 2022/23, ca. £27m GVA

Tech and Digital, Health and Life Sciences, Energy & Sustainability account for 80% FDI

# Improving economic vitality

## Strengths



### City Centre development area

Multiple development plans, including:

- Saville Row 1
- Northumberland Street 2
- Ridley Place 3
- Grey Street 4
- Pilgrim Street 5

### Key Landmarks

- Newcastle Station 1
- Tyne Bridge 2
- Newcastle Castle 3
- Newcastle Cathedral 4
- Quayside 5
- St James Park 6
- Grey's Monument 7
- Newcastle Uni. 8
- Northumbria Uni. 9

# Improving economic vitality

## Strengths

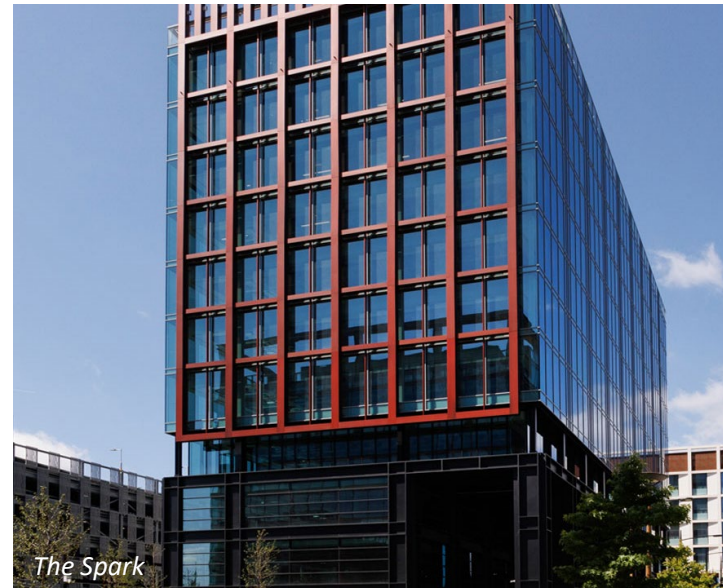
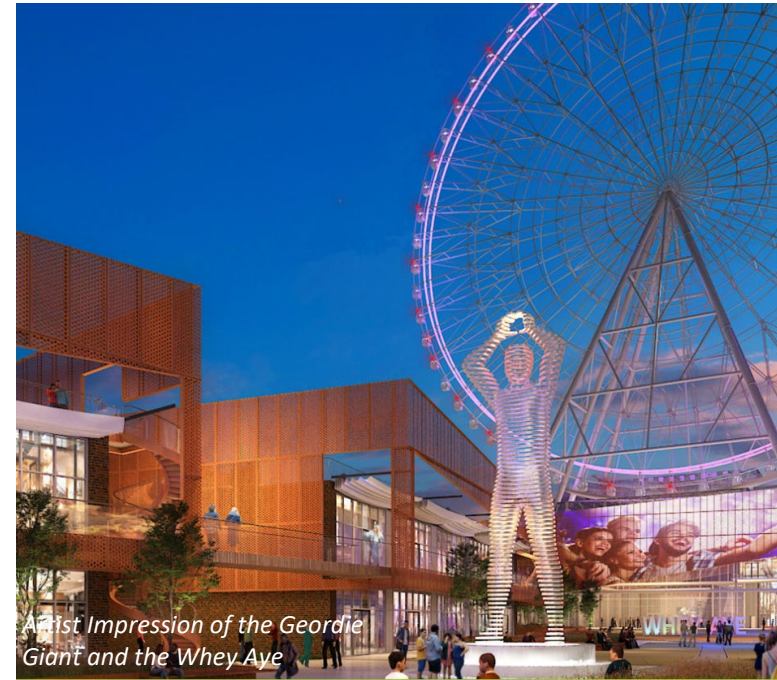
### Real estate investments

Helix / Science Central

Stephenson Quarter

Gateshead Quays

City Centre development area



# Improving economic vitality

## Strengths



## Leisure economy

- Substantial growth in pre-pandemic period
- 65 million tourist visits in 2018, spending £1.7 billion in local economy
- 12<sup>th</sup> most popular UK city for overseas visitors



# Health and well-being Challenges

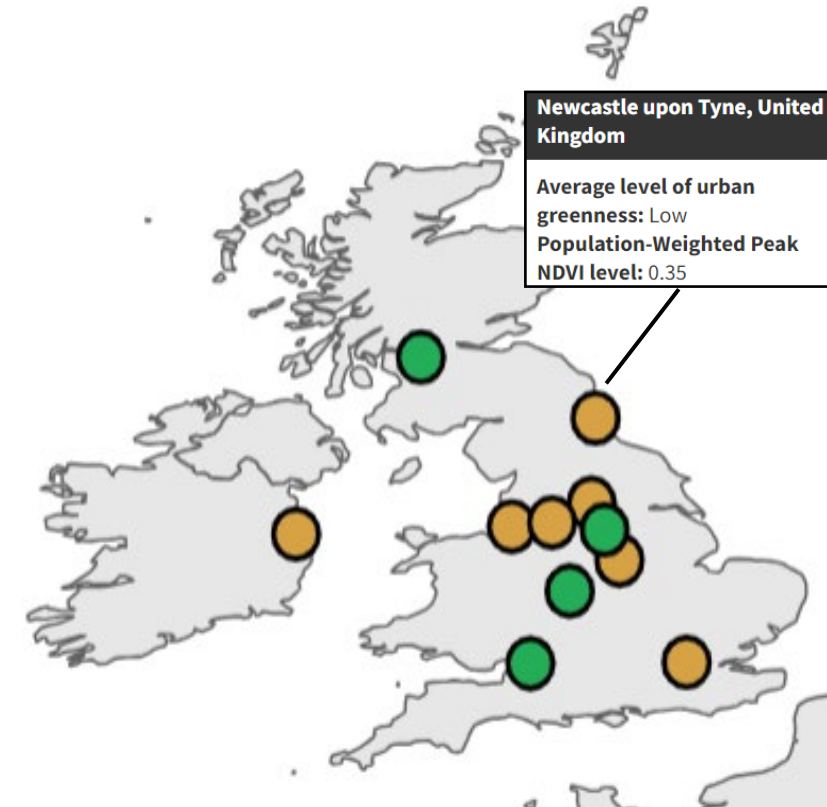
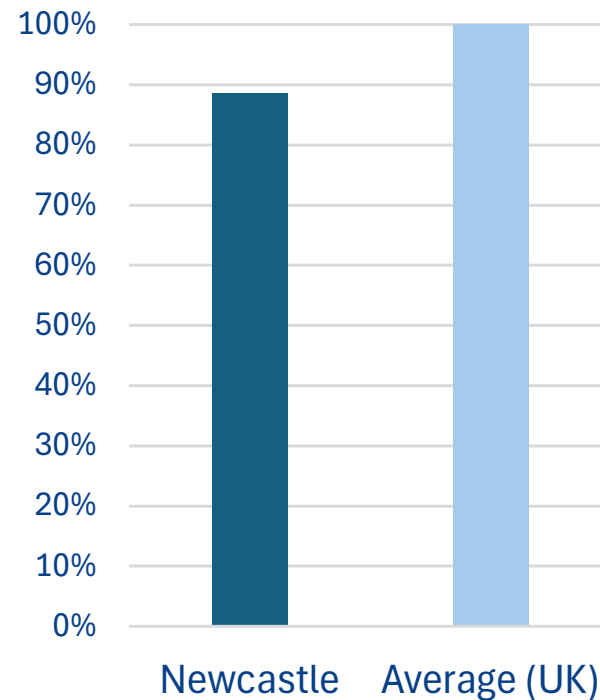


Bottom 10% of UK local authorities for health  
Comparatively low levels of access to green space (vs. other major UK cities)

High car dependency – evident in workplace travel patterns:

- 40% workforce drive to work
- 12% use public transport
- 12% walk or cycle

Health index score

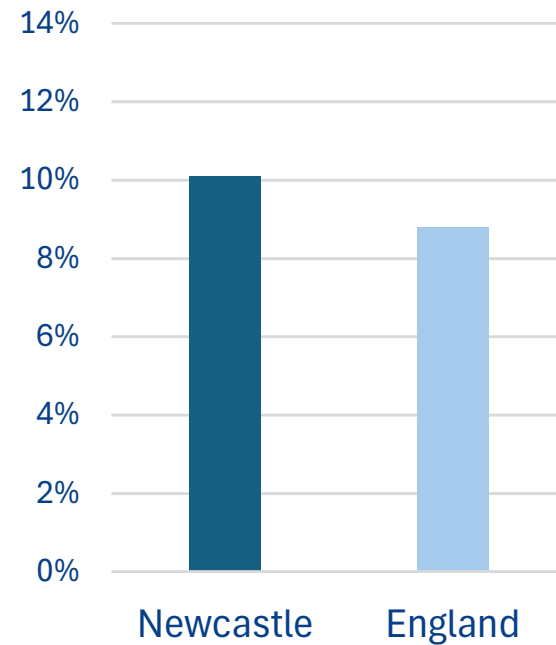


# Health and well-being Challenges

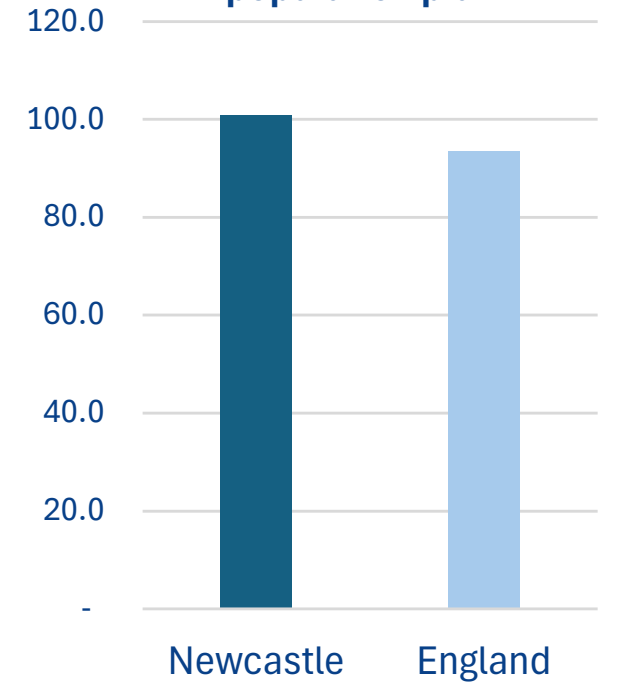


Poor housing  
Crime

**% private rented residences  
with Cat. 1 hazard**



**No. recorded crimes per 100k  
population p.a.**



# Health and well-being

## Strengths

University-led projects and innovations

Health Innovation Neighbourhood

International Centre for Life

Royal Victoria Infirmary and Freeman  
Hospital highly ranked in international  
surveys



# Health and well-being Strengths



City centre public realm projects

Transport improvements:

- Active travel infrastructure

- Metro network updates

- Clean Air Zone (central area)

Natural and cultural environment







collective values  
collaborative, *dynamic and* beyond profit

**collective capabilities**  
cost effective, *agile and holistic*

# *a focused range of services*



*placemaking  
&  
urban design*



*branding  
&  
communications*



*social value  
&  
co-design*

semiotics

culture

landscape

planning

*placemaking*

transport

&

urban design

costs

sustainability

architecture

engineering

socio-economic

human-centred

community  
engagement

diagrams

*social value*  
&  
co-design

stakeholder  
maps

online

workshops

exhibitions

demographics

public relations

thought  
leadership

public affairs

events

campaigns

public speaking

graphic design

advocacy

web design

podcasts

place branding

film making

*branding*  
&  
communications

# A NEW WAY OF WORKING

Convening and disbanding like a film's cast and crew, our teams are agile and responsive to your needs. This saves you time and money without compromising on results.

## 1. ASSESSMENT

Typically, a project will begin by meeting the LDN Collective's CEO Max Farrell or one of our project leads. This thorough assessment will establish project goals, scope, budget and time frames.

## 2. TEAM

We look to our network to draw together the right team. Whether you need to be in a room with a key person or convene a whole team for a complex project, we pull together the people you need to turn your vision into a reality.

## 3. PROJECT

Our agile and experienced teams will absorb your vision and get the wheels in motion. With experience in master planning, building design and a wide array of specialisms, we create the insights and advocacy you need.

## 4. PROCESS

Regular 'sprints' and 'scrums' keep our work on track, with the client involved throughout the process. This dynamic way of working is creative and efficient.

## 5. CONTRACTS

The LDN Collective can be the single point of contract (and we sub-contract our members), or if a higher level of PI is required for example, one of our members can act as Project Lead. Alternatively, you can have separate appointments with the LDN Team Members. This way we can offer maximum flexibility.

# TESTIMONIALS

We work with some of the most impactful organisations shaping our built environment, from local government to property developers and leading charities.

## LDN5 COLLECTIVE

"We were very pleased to work with the LDN Collective team on stakeholder engagement for the City Plan 2040. **The team stepped up to a challenging brief, supporting 10 hybrid workshops carried out over 6 weeks, based on specific places in the City and exploring complex issues** – from tall buildings to the future of offices.

**The LDN team brought imagination and enthusiasm to the project**, producing engaging maps and material, facilitating events and helping stakeholders explore and explain what mattered to them."



**Rob McNicol**,  
Assistant Director, City of London Corporation

## LDN5 COLLECTIVE

"The LDN Collective are a **highly creative and flexible group of experts**, who have developed visions and masterplans for some of our most important schemes.

I would highly recommend their **agile approach and positive attitude, always working collaboratively with other team members** to get the best results."



**Niamh O'Connor**  
Executive Director, Summix

## LDN5 COLLECTIVE

"I have been very impressed with the **growth of the LDN Collective these past five years**. We were pleased to commission them to study a site in Surrey, which we hope will have transferable lessons for our larger sites, in terms of social and environmental impact. We are in discussions on a masterplanning project for a new settlement, which would be very exciting if it progresses.

As the UK's largest housing association, we need to be working with the **best talent the country has to offer, and the LDN Collective has that in abundance.**"



**Richard Cook**  
Group Development Director, Clarion Housing Group





**LDN**  
COLLECTIVE

thank you