

## City Centre Partnership

Business Improvement District  
Draft Business Plan

### Background

The City Centre Partnership was formed in 2006 by businesses in Newcastle city centre. The City Centre Partnership takes a leading role in regenerating the city centre and ensuring its place as the economic driver of the region – “to strengthen, promote and diversify economic, cultural and social activity in Newcastle’s city centre.”

### Challenge

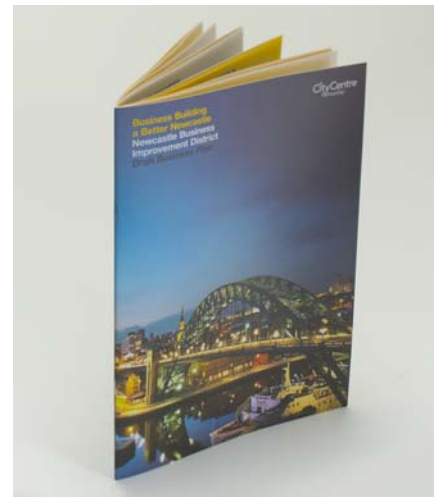
The City Centre Partnership needed to create an initial awareness campaign to raise support for a Business Improvement District (BID) scheme from the business community in Newcastle city centre. The first stage of the campaign would be a draft business plan, outlining the proposals and implications involved in delivering a BID programme. We were given two weeks from conception to delivery of the finished business plans.

### Our solution

The campaign and draft business plan required a design approach that was both simple and engaging. Using a bold contrasting colour palette and outsized type, the information was laid out clearly and concisely, allowing the target audience to grasp the concept and key points quickly.

Commissioned photography of key city centre business leaders together with accompanying testimonials punctuated the document. Supporting images of the city centre including a wrap-around twilight panorama of the Newcastle city centre skyline on the cover gave additional drama to the finished result.





A 24 page A4 document printed four process colours plus two spot colours throughout on an uncoated paper stock.

Photography was commissioned of key business leaders with supporting images of Newcastle city centre landmarks.

