



Showcase
& Awards
2024

Newcastle Racecourse

Northumbrian Water's Innovation Festival.



Proudly partnered by



RACING POST



Objectives

Over the last 7 years, Northumbrian Water have hosted their Innovation Festival at Newcastle Racecourse, with the aim of growing and evolving the event each year. It is now considered a global event for the organization, having grown from 350 attendees per day across 7 tents in 2017 to 3000 across 36 in 2024.

The aim of the event is to consider a selection of business challenges and issues facing the water industry, as well as considering global issues like climate change and water poverty. Through working closely with the operations team at Newcastle Racecourse, the event is now able to bring together people from all over the globe with a wide range of skill sets and knowledge to consider solutions and outcomes within the five day event period.

The festival program consists of different types of workshops – each with their own unique style and format. They offer a range of workshops onsite, all of which have a dedicated sprint lead to guide people through the journey. The workshops are energetic, face passed and highly focused.

Objectives

- Provide a key Racecourse partner the opportunity to grow in scale, retaining important EVH business.
- For 2024 accommodate a significant increase in delegate numbers throughout daytime and evening sessions.
- Work with Racecourse suppliers to offer new business opportunities for them also.
- Increase exposure of Newcastle Racecourse and High Gosforth Park to large, global audience.



Delivery



The delivery of this event is huge for us at Newcastle Racecourse. It has grown into one of our biggest events of the year and the preparation begins months in advance alongside the client to ensure the event runs smoothly. We have worked closely with Northumbrian Water to maximise the flexibility of the Racecourse facilities to make sure that the event can grow in a sustainable manner

With delegate numbers of 3000 per day and 700 per evening we now employ 120 members of staff per day working in various areas, setup, food service, kitchen and a huge cleaning operation. Each delegate arrives onsite and has refreshments available to them throughout the whole day, tea/coffees, a hot lunch option consisting of 3 street food choices served from 9 different serving stations, a tuck shop, afternoon refreshments. The Racecourse catering team then supply catering for our evening guests which is typically a BBQ, street food or bowl food.

We are also able to assist Northumbrian Water with this event through our network of regular partners, including Coopers Marquees, who provide all of the outdoor marquee space and Big Purple Productions who supply the sound/equipment/décor/tech for the event for the week. We have live musicians onsite and a couple of celebrity appearances all with catering requirements and needs of their own.

To maximise efficiency for both Newcastle Racecourse and Northumbrian Water, the marquees that are used for our Northumberland Plate Festival and Ladies Day remain in situ for this 5 day event, altered to accommodate the sprint tents required by the client.

Results



Client Results:

In the seven years of Innovation Festivals, we've covered a lot of ground.

Over **15,770** people have taken part in our Innovation Festivals since 2017. We've progressed more than **250** ideas, hosted **181** sprints, YWIW, dashes and hacks, and been supported by **300** Sponsors, all accommodated by Newcastle Racecourse.

Since 2017, we have had **954** stories in newspapers and magazines about the Innovation Festival. These stories have been seen by **140 million** people worldwide.

We have reached more than **14.3 million** people over the years with our social media messaging about the Innovation Festival on LinkedIn, Facebook, Twitter, Instagram and TikTok, and content has been liked, clicked and shared more than **500,000** times.

Venue Results:

The Northumbrian Water Festival is one of our most profitable events to date generating a turnover in excess of £600k for 2024 alone.

The event over the years has brought us thousands of new visitors, also giving the Racecourse and High Gosforth Park estate huge exposure with the high level of visibility the event has online and on social media.

We have had over 15,000 delegates through the door since 2017 which is fantastic.

The event is an excellent showcase of what we can do and offer here at Newcastle Racecourse showcasing all of our outdoor and indoor space.

Some Fun Stats!!!



Over 2000 ice creams enjoyed

Over 20 celebrities onsite since 2017

2000 packed lunches consumed by local school students throughout the week

Over 40 thousands cups of coffee drank over a week

Over 2000 pizza slices eaten

Over 2500 portions of fish & chips eaten

1730 bags of pick & mix consumed throughout the week

Supporting Information (max 1 slide)

I have added a link below to the Innovation Festival website which shows what the event is about, some previous years results and some footage of the event.

NWG Innovation Festival

