Newcastle –under-Lyme & North Staffordshire

Economic Regeneration Team
Newcastle Borough Council
Where are we?
History

- 1\textsuperscript{st} century Roman fort
- 12\textsuperscript{th} century motte & bailey castle
- In Henry II reign (1133 – 1189) Newcastle was the most important market town in the area attracting traders from far and wide
Newcastle today

• 800 years on market is still thriving
• Attractive place to work and play
• 500,000 people
• No more ‘pits and pots’
• Service industries & high tech manufacturing
Getting about

• Bus – frequent service from doorstep
• Coach – national network
• Train – high speed connections to major cities
• Plane – 4 airports within 1 hour
• Taxis and minicabs
Eating out
Retail therapy

• Most of the big names plus plenty of independents
  – Clothing
  – Music
  – Food

• Try the market
  – Clothes
  – Bric-a-brac
  – Local produce
Entertainment

• Vue Cinema
• Live music venues
  – The Full Moon
  – The Old Brown Jug
  – The Sugarmill
  – The Underground
• Festivals
  – Jazz & Blues
  – Lymelight
  – Global Groove
Culture vultures

• The New Vic
• The Cultural Quarter
  – The Regent
  – Victoria Hall
• Newcastle Museum & Art Gallery
• Potteries Museum & Art Gallery
Days out

- Trentham Estate
  - Monkey Forest
  - Aerial Extreme
  - Italian Gardens
- Waterworld
- Alton Towers
- Parks and gardens
Paying for it all

• Call centres
  – e.g Vodafone, Bet 365
• Supermarkets
  – Asda, Morrisons, Sainsbury, Tesco
• Warehouses
• Retail
• Pubs and bars
For more information

• Visit the stall in the Exhibition Suite

• Newcastle-under-Lyme town centre

• [www.visitcastle.co.uk](http://www.visitcastle.co.uk)

• [www.newcastle-staffs.gov.uk](http://www.newcastle-staffs.gov.uk)

• Tel: 01782 742461