Newcastle150 — What will our legacy be?
In May 2021 Common Purpose – the leadership development organization that specializes in cross-boundary leadership – delivered Newcastle150.

Newcastle150 is part of Legacy – a global campaign by Common Purpose; it is an initiative that brings together a diverse group of young people online from across a city or country so they can address the question: “What will the legacy of our generation be?”

Newcastle150 challenged this generation of young leaders to think ahead to 2032, when it will be 150 years since Newcastle was granted city status and consider the legacy they want to create for their city.

This amazingly diverse group of 59 young leaders aged 18-25 came from different communities, backgrounds and beliefs. Some in employment, some not; some studying, some volunteering; many are passionate activists, others finding their own causes. The one thing they have in common is their generation.

In the context of Newcastle they explored the challenge: How do we act together to transform our community into a cleaner, greener place for all?

Without Newcastle150, these young leaders may otherwise have never met – especially given the challenges of social distancing – let alone worked together to cross boundaries in Newcastle.

The programme was made possible with the invaluable support of our sponsors:

- Engie
- NCG
- Newcastle Building Society
- Newcastle City Council
- Newcastle University
- Northumbria University
- Northumbrian Water
“Thank you for this opportunity, I have met some brilliant like-minded people who I will keep in touch with and hopefully work with in the future to make some important changes in Newcastle.”

– Lauren Webb, Participant, Newcastle150
Newcastle150’s Impact

Newcastle150 delivers impact in three different but connected areas:

**Human Capital**
- Individual learning outcomes on participants as they develop their Cultural Intelligence (CQ)

**Social Capital**
- The valuable connections created between peers and across generations in Newcastle

**Civic Capital**
- Civic Capital – the tangible actions and outcomes making a difference in Newcastle

“I just wanted to say thanks for inviting me to be part of the Newcastle150 event today – it was great to spend some time with the young people involved and to see their enthusiasm and commitment to making our city a better more sustainable place.”

– Naomi Oosman-Watts, Director of Student Life, Newcastle University
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>82%</td>
<td>feel better prepared to work with people who are different from them</td>
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<tr>
<td>78%</td>
<td>feel better prepared to challenge their assumptions</td>
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<td>76%</td>
<td>feel better prepared to lead a diverse team</td>
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<tr>
<td>83%</td>
<td>recognize the value in actively seeking feedback on their leadership</td>
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<td>86%</td>
<td>recognize the value in bringing in wider perspectives when making decisions</td>
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<td>74%</td>
<td>feel better prepared to solve complex problems</td>
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<td>82%</td>
<td>would recommend Newcastle150 to another person</td>
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<td>Percentage</td>
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<tr>
<td>85%</td>
<td>feel a responsibility to shape the future of Newcastle</td>
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<td>79%</td>
<td>feel the legacy network will help them to make a more positive contribution</td>
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<td>62%</td>
<td>will commit to working on a project with at least one fellow participant</td>
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<td>71%</td>
<td>will keep in touch with at least one of the programme contributors</td>
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<td>76%</td>
<td>recognize that they can bring different generations of leaders together</td>
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<td>80%</td>
<td>feel more confident that their generation can create the legacy they want for Newcastle</td>
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<td>73%</td>
<td>will volunteer and support future legacy programmes in Newcastle</td>
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Civic Capital:

A lot is going to happen in Newcastle as a direct result of Newcastle150. More details and ideas will emerge over the coming months, but immediately following the programme we know that:

The following are committed to working with the young people ahead:

Newcastle University:
- Invited a participant to join the Newcastle Debates Green Economy Summit in June
- Alistair Ford, Lecturer in Geospatial Data Analytics and Policy Academy Fellow has connected with Group 4 to help them move forward with their idea

Newcastle City Council:
- Pat Ritchie, Chief Executive, will introduce the group to recycling centres and to the Director of Operations and a Cabinet member with responsibility for ‘Green and Clean’
- Cllr Irim Ali, Cabinet Member for Community Services and Public Engagement would like to connect with the groups about the ideas generated which will be taken to the cabinet
- Tim Rippon, Policy Team (Climate Change) has invited the group to join the Youth Climate Summit in October

Fusion PR:
- Has a job vacancy which they want to offer out to the group

Know You More
- Common Purpose has partnered with Know You More (KYM), through their “Level Up” initiative by providing coaching sessions for alumni of Legacy programmes in 2021. Ten participants of Newcastle150 will be offered 3 x 1 hour sessions in total

The following are also looking to include the group in some of their thinking and activities ahead but details are still to be confirmed.

Northumbrian Water Group:
- Global Virtual Assessment Centre in November
- Innovation Festival in October
- Career opportunities
- Reverse Mentor Scheme

VONNE:
- Are developing a Board and want the young people represented on there

Net Zero North:
- Looking at how we can connect with the groups ahead

“It’s overwhelming to see so many people in one place, sharing interests, sharing concerns, sharing personal challenges, but most of all, their ambition for themselves and for this city and region. We need to have our city leaders and key stakeholders, listening to what these young people are saying about the future they want to shape. This is a voice that we must hear.”

– Liz Bromley, Chief Executive, NCG
What happened on Newcastle150?

Day 1:

Building the group:
We helped participants to understand the diversity and different perspectives in the room, to agree how to work together and to share their leadership stories.

Setting the challenge:
The group heard from Tim Rippon, Policy Team (Climate Change) of Newcastle City Council who spoke to them about the challenge we were investigating and why it was important.
What happened on Newcastle150?

Day 2:

Virtual Immersions:
Participants explored the challenge through the lens of different organizations, meeting established leaders from across the sectors. The Immersions were as experiential as possible – participants spent time with the organization representatives to see firsthand how the challenge plays out. Virtual immersion organizations included: Engie, Greggs, Home Group, Meadow Well Connected, NCG, Newcastle upon Tyne Hospitals NHS Foundation Trust, Nexus, Northumbria University and Northumbrian Water.

Context – Café conversations:
Participants began to investigate the context of the challenge with senior leaders from across Newcastle. In these intimate conversations, these leaders shared their honest views on Newcastle and on the challenge. Small groups in virtual break-out rooms for each conversation, encouraged a relaxed atmosphere and genuine sharing.

Map the challenge:
The participants brought together their learning and experiences from the range of leaders and organizations they engaged with. Through sharing their learning in relation to the challenge each group agreed on a key theme to focus on.
What happened on Newcastle150?

Day 3:

**Innovation and Prototyping:**

Participants were tasked with developing practical and actionable solutions to the challenge. The groups were supported by an Advisor who guided them through the process of working in a diverse group, refining their idea, producing a pitch and receiving feedback.
What happened on Newcastle150?

Day 4:

Presenting Solutions:
Participants pitched their ideas to a panel of experts and city leaders, including John Haynes, Managing Director – Places & Communities (North), Engie Services Ltd, Helen Mathews, Head of Corporate Planning, Nexus, John McCabe, Managing Director, Fusion PR, Heidi Mottram, Chief Executive, Northumbrian Water, Pat Ritchie, Chief Executive, Newcastle City Council, Jane Robinson, Dean of Engagement and Place, Newcastle University and Lucy Winskell, Pro-Vice Chancellor (Partnerships and Employability), Northumbria University. They received on the spot feedback on their idea, presentation and how they worked as a group.

Reflection and Action Planning:
Participants reflected on their development across the programme and committed to action, planning how they will put their learning and development into practice as the next generation of leaders in Newcastle.
The Challenge Ideas

The participants developed 7 ideas in response to the challenge ‘How do we act together to transform our community into a cleaner, greener place for all?’. The final ideas pitched to the panel are a culmination of the participant group’s experiences and learning during the programme, and of the impact of the contributors on the process.

**Up North** – upcycling and reusing items to extend their lifecycle by playing on the skills and working with all sectors of the community around us, this holistic approach involves generations of all ages and allows for true community engagement whilst reducing waste as a city. By engaging organizations and individuals we can use pre-existing networks to collate these skill sets and advance our core capabilities.

**Compare My Carbon** – we want to promote the multiple benefits (cost, health, eco etc.) of sustainable choices at a grassroots level. We want to develop an app to compare the benefits/costs of lifestyle choices such as coffee, travel, work, leisure, housing, and to potentially financially incentivise positive choices. By grading choices in terms of benefits (think EPC ratings), positive choices are encouraged.

**Bulleatin’** – awareness and advertising campaign to tackle food waste.

**Grass not Gas** – reduce car emissions through the implementation of green infrastructure and parklets in city centre car parking spaces. Reduce car emissions to address climate change/create social, civic and economic value to spaces/improve urban biodiversity and implementation of green infrastructure to reduce flooding.

**Waste Not, Want Not** – managing waste is a waste of time (people feel it’s a waste of time to manage waste efficiently as they don’t receive a direct benefit). *There is no time to waste to tackle waste management*.

**Enefix** – with the help of students from local University student groups/faculties, develop a pilot scheme to provide information and advice for homeowners/tenants on how they can reduce their energy bills and save energy.

**Composting Club** – we’re going to run educational composting initiatives within partner schools, including through after school composting clubs. Once children understand the benefits of composting, they can take that back to their parents (with some information material) to get households to start composting.
On Day one of the programme we asked the group to think about what their one wish for Newcastle would be...
Groups were able to collaborate via an online notebook.

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<th>Padlet example</th>
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<td><strong>Groundworks</strong></td>
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<td>Changing Lives</td>
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<td>UP North</td>
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<td>Repurpose recycling centres to reuse centres - We need to acquire new infrastructure</td>
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<td>Travel app that plans journey from front door to work place. (encourage public transport)</td>
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<tr>
<th>Education</th>
<th>Knowledge Exchange (Especially between generations)</th>
<th>Charge businesses for parking spaces and put that money back into improving public transport</th>
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<tr>
<td>over the weekend I spoke with a number of teachers in different stages of education to ask about the level of environmental sustainability in schools. Apart from one off the consensus was that nothing is being done locally in some places</td>
<td>awareness 16: encouraging people to use less, get them to do</td>
<td>awareness 16: making sure that we currently have more environmentally friendly</td>
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<td>businesses need to be held accountable right now because they don’t always have enough impetus internally</td>
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<td>rethinking how things are funded</td>
<td>awareness 16: making sure that we currently have more environmentally friendly</td>
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<td>showing the benefits on an individual basis for behavioural change</td>
<td>awareness 16: making sure that we currently have more environmentally friendly</td>
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<th>sociology and psychology</th>
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UN Sustainable Development Goals

At the start of the programme we asked the group to rate the UN 17 Sustainable Development Goals in order of priority at the start of the programme and at the end of the programme.

**Start of programme results:**

1. No poverty
2. Climate action
3. Clean water and sanitation
4. Climate action
5. Good health and well-being
6. Zero hunger
7. Peace, justice and strong institutions
8. Sustainable cities and communities
9. Reduced inequalities
10. Gender equality
11. Affordable and clean energy
12. Responsible consumption and production
13. Decent work and economic growth
14. Industry, innovation and infrastructure
15. Life below water
16. Partnerships for the goals
17. Life on land

**End of programme results:**

1. Quality education
2. Sustainable cities and communities
3. No poverty
4. Good health and well-being
5. Reduced inequalities
6. Climate action
7. Partnerships for the goals
8. Peace, justice and strong institutions
9. Zero hunger
10. Responsible consumption and production
11. Clean water and sanitation
12. Affordable and clean energy
13. Industry, innovation and infrastructure
14. Gender equality
15. Life below water
16. Decent work and economic growth
17. Life on land
We asked the participants to summarize in one word how they felt about the programme.
“Thank you so much for giving me this opportunity. I had an amazing time, met some amazing people and I learned so much more about Newcastle as a city and about how sustainable we are and how much more we can do”.

— Ceris Kirby, Participant, Newcastle150
Newcastle150: Next steps

We will conduct a six-month post programme evaluation with the participants and contributors to go deeper into the longer term impact of the programme in relation to the leadership learning, the ideas that were generated and broader engagement in shaping the future of Newcastle.

“There will always be value in hearing other people’s ideas. The breadth of the group, the different experiences that people bring, the diversity in the group, can only help add to people’s own knowledge and experience, which will serve them all really well on their own leadership journey. I’ve been blown away by the passion, the ambition and the challenge from the young people in the room. It’s been really inspiring and thought provoking.”

– John Haynes, Managing Director, Engie Services Ltd