

Passionate about business



The 'Passionate people. Passionate places' campaign highlights the region's best assets to raise awareness of North East England as a great place to do business, live, work, study and visit.

The campaign has been fantastically successful to date gathering great momentum, both in terms of support from businesses across the world, as well as through exposure in the regional, national and international media.

This is due in no small part to the near 1000 businesses that are now actively promoting the region, having recognised the vital link between the image of North East England and its economic growth. These companies across the region are helping to spread the word. Some are using the North East England logo and 'Passionate' branding in their marketing. Others are simply talking passionately about the region and referencing the campaign at every opportunity.

Let's meet one of them now.

Commercial law firm Muckle LLP recognised great parallels in the 'Passionate people. Passionate places' campaign with what they were doing as a firm, and so were eager to get involved.

Muckle LLP Service Excellence Manager Julie Parr explains: "As a firm we are passionate about Service Excellence and we are keen to see this recognised as a characteristic of the whole of North East England's service sector."

She is convinced the passion that people in the region bring to everything they do means they provide first class service in the world of business.

She says: "Of course there's a very professional work ethic and approach to business in the region, but people bring to that much more passion compared to other parts of the country.

"And in so many other ways North East England has a distinct culture. There's not a 'them and us' attitude but more a feeling of people all going for the same goal, and in business that is such a powerful thing. You may be a small part of a big machine, but you will always be made to feel valued."

However, while Newcastle, for example, is a friendly place in which to operate, it is very much a cosmopolitan city, offering a full range of professional business services.

"We are always looking to improve the way we do things, as any firm must," says Julie, "but we don't tend to look just regionally, or even nationally, for inspiration. Instead we have sent a number of our people over to the United States to look at how companies

in the US, noted for their high standards of service, do things."

Julie explains that this combination of world class professionalism and warmth pays off for the region and for Muckle LLP in attracting high calibre people and increasing its client base.

"A lot of our people have moved to North East England from other areas because they have heard what a wonderful region this is in which to work, live and bring up a family. The quality of life here is unrivalled. One of our partners, for example, lives only 15 minutes from the commercial hub of Newcastle, but also only 200 yards away from a Blue Flag beach. This is one of the reasons why we now, in graduate recruitment, get almost 60 applications for every graduate position we offer. North East England offers so much that we see more and more people wanting to move here."

However, the job isn't done. It's crucial that we continue to tell the world all about the fantastic businesses, brands, attractions, places, and of course people, that make North East England such a wonderful place.

If you're not already doing so, you can talk up the achievements of the people and places of the region in your every day dealings both at home and on your travels.

And why not use the North East England and 'Passionate about' logos on your company materials, websites, brochures, packaging or at major events? In doing so you will be helping to spread the word about North East England and raise its profile as an innovative and forward thinking region.

For more information log onto www.northeastengland.co.uk
Alternatively, contact the Regional Image team on 0191 229 6861,
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