



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.

Aiming to create strong and positive perceptions about the North East regionally, nationally and internationally, the campaign features the very best the region has to offer.

Our pioneering heritage, location, universities, fantastic workforce, culture and work/life balance mean that North East England is a great place for innovative businesses to start and thrive. This is one of the key campaign themes.

A number of business people from a wide range of organisations across the region are featured in the print adverts and poster campaigns which have been running nationally to reflect the North East's passionate and dynamic outlook in the 21st Century.

Now's your chance to meet one of them.

When Niel Bushnell and his wife Diane tired of living in London they had no doubts about relocation.

Born and bred in North East England, they were keen to relocate to their native Hartlepool and this proved to be a great choice of location to start up their animation company Qurios.

After setting up five years ago, Qurios employs eight staff, and lists the BBC and computer games companies Ubisoft and Eidos as clients amongst other blue chip corporate names.

Niel says: "With email and the internet there's absolutely no reason why a company like ours can't be located in Hartlepool these days. The positives are tremendous, we have received a huge amount of business support and people willing to help us, and that's not just business advisers, I find there's a camaraderie among companies in the area.

"The University of Teesside is also a big asset for an innovative company in our field. It has animation courses and produces a lot of animation graduates, so when it comes to recruitment, we know there are qualified people out there.

"The animation festival at Teesside is also a great bonus for us. It brings speakers from all around the world, giving you access to people you would never normally get a chance to meet.

"The lifestyle North East England offers is also obviously a big plus. Here, because travel times are so much shorter, you can spend more time at home with the family and still be doing more hours at work and, at weekends, we have beautiful countryside and beaches all around us. When people come up to visit us here, they are really impressed."

Niel is also a big fan of the 'Passionate people. Passionate places' campaign. Clients in London have seen him featured on posters, taxi sides and on the London Underground, and he feels this gives the region added credibility.

He says: "It has done a lot of good for business in the region, with the increased profile it has brought, and we are proud to be ambassadors for the region. I'm sure that what has worked for us would work for others, so I would definitely encourage others to get involved."

For more information about Innovative business and to find out how you can play your part in 'talking up' all that's great about our fantastic region log onto www.northeastengland.co.uk

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