



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 new 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.

For Tom Maxfield, founder of hotel and restaurant group, Tom's Companies, there is no doubt that this region needed the 'Passionate people. Passionate places' campaign.

As he says: "I think North East England is still a pretty well kept secret and people are really pleasantly surprised when they discover what we have to offer."

Sunderland born, Tom, whose hotels include the 5-star Seaham Hall and Serenity Spa, is proud of the region where he has lived all his life.

"I do think this part of the country is pretty special and it's a great place to live. I like the rugged coastline and I like the quality of the light - and that's quite apart from great places such as The Alnwick Garden and Hadrian's Wall. We have all sorts of treasures on our doorstep."

And, particularly important for him being in the hospitality business, is the friendliness of the people.

"North East folk are pretty well renowned for being open and hospitable. We have tried to harness that natural friendliness into a form that's professional and fits in with our sort of establishment, but without any pomposity, to achieve a relaxed atmosphere.

He believes that this trait also creates a unique sort of business community in the region.

"I think there's a sense of business community here which is quite tangible and a degree of co-operation and joint endeavour that is probably unmatched elsewhere," he says.

As a supporter of the 'Passionate people. Passionate places' campaign his face has appeared in posters and in adverts all over the UK.

"I frequently have people telling me they have seen my poster at the airport and, when we were on holiday in the US, my daughter rang us to tell us that I had appeared in The Sunday Telegraph magazine.

"When I go to London for meetings, people there tell me they are aware of the campaign and that the region is being promoted for its passion.

"If people have any commitment to this region and any commitment to encouraging its growth, then I strongly urge them to get involved in this campaign."

north east
england