



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.

Sharon Stephen realised just how big an impact the 'Passionate people. Passionate places' campaign was having when she first saw her own picture on a poster at London's Tower Gateway.

"The picture was enormous," she says. "It was at least 40 metres high, my poster was bigger than Madonna's. There have been lots of other posters and almost every weekend over the last few years there's been lots of publicity in Sunday and Saturday magazines."

And Sharon, senior programme manager for Tees Valley-based pharmaceuticals company Avecia, believes the campaign is paying off.

"An amazing number of people I know have rung me to say they have seen the poster. I think the publicity has led to a much greater awareness of North East England. It has also created a lot of pride among people who live in the region – it makes them realise what a great place it is."

In the four years since she moved to North East England, she has certainly come to have a lot of pride in the region herself.

"I think it's wonderful," she says. "It has everything. There are lovely wide open spaces, great towns and cities, the weather is better, there's less traffic congestion and the people are marvellous. I've done a lot of travelling and I've been to a lot of other

places, so I realise how lucky people are to live here. People tend to take it for granted.

"We get a lot of visitors from all over the world and they are always pleasantly surprised by what they find here. Also we have a multi-national workforce, people come from all over to work for us and they think the quality of life is fabulous."

"We also find we get many recruits who are graduates from the region's universities, who have come to North East England to study and like it so much they want to stay and work here."

north east
england