# Swan Global Direct: Newcastle Best UK city for Start-ups

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As Swan Global Direct's unrivalled service throughout Newcastle continues to be in high demand, the event marketing firm reviews why the city is one of the best business hubs for start-ups.

Swan Global Direct is an outsourced sales and marketing company that offers a range of direct marketing services throughout Newcastle. The firm connects with their clients to establish their goals and test their target markets before rolling out effective direct marketing campaigns to accurately represent their brands. The firm connects with consumers on a face-to-face basis as they believe this produces the best and most easily measurable results as well as creating long-lasting relationships between brand and consumer. This leads to improved customer acquisition, brand loyalty, brand awareness and delivers a high ROI for clients.

Swan Global Direct believes that Newcastle offers plenty of benefits to entrepreneurs and believes that many should look to start businesses there. Newcastle has acquired a reputation for being one of the UK's centres of high-tech industry, with renewable energy and manufacturing businesses particularly common. As well as this, Newcastle claims to be the key city in the UK for science businesses. The city also has fast access to London's Kings Cross as well as hosting its own airport.

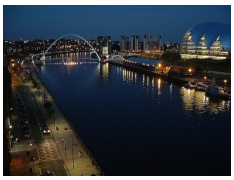
The population in Newcastle is 286,821 people, 88,513 of these are of working age and have a NVQ Level 4 or above meaning that there is a huge pool of talent available. The city is home to two universities with around 42,000 students residing there, which helps to grow that pool of talent. According to a study that took place in 2012, 5,530 new start-ups were founded in the city, with 56.9% of those having survived since 2009; in fact only 880 out of those 5,530 businesses did not survive past 2012. This shows that the Newcastle is an excellent place for entrepreneurship.

Swan Global Direct highlights that Newcastle benefits from a number of financial support schemes which makes it a lot easier for entrepreneurs to get a grant here compared to other cities such as Birmingham and Liverpool. There are two schemes that are specifically aimed at providing funding and free business support to start-ups and they each invest in 30 to 40 businesses a year.

The cost of living in Newcastle is also significantly cheaper than similar areas and the cost of hiring is therefore cheaper which again makes things easier for entrepreneurs to survive and grow their businesses. As well as this, various options exist for office space around the city, with supply of Grade A premises estimated at around 190,000 sq ft in total.

Swan Global Direct believes that all of these reasons make Newcastle the perfect place for entrepreneurs, start-ups and small businesses and encourage entrepreneurs to start their businesses there. The firm are still seeing a rising demand for their services in Newcastle since opening in 2013.

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