

# Newcastles News

The Newsletter of  
"Newcastles of the World"

December 2015 / January 2016

Sent by email to over 2000 people and organisations in over 50  
"Newcastles" - please share it with your contacts too!



## ALL YOU NEED IS .....

At this time of year - and after so much bad news of late - let's focus on one of the most famous examples of pop art. It's the "LOVE" print created by Robert Indiana - who was born in our New Castle, Indiana, USA.

The print has been reproduced all over the world and symbolises the peace and goodwill that we all search for. Aaron Dickens from New Castle, Indiana, recently visited the great artist in his home, and tells the story in this newsletter on page 5.



### NEWCASTLE, AUSTRALIA BECOMES A UNITED NATIONS CITY

NEWCASTLE, New South Wales, Australia is now officially endorsed as a city of the United Nations with the historic signing of an agreement in Geneva.

Newcastle Lord Mayor Nuatali Nelmes (3<sup>rd</sup> from right in photo) and Newcastle University vice chancellor Caroline McMillen (second left) joined UN assistant Secretary General Nikhil Seth (3<sup>rd</sup> left) at the UN headquarters, recognising Newcastle as the 15th city in the world to house an international training centre for global authorities and leaders. The centre, which will attract UN delegations from throughout the world, will focus on environmental sustainability, social inclusion, and enhancing urban government and economic development throughout the Asia-Pacific region.

It will also allow Newcastle to fly the UN flag over government buildings, putting it among the likes of Atlanta, Edinburgh, Shanghai and Kuala Lumpur. "This is a significant moment in history for Newcastle," Cr Nelmes said. "Becoming a UN city, home to the Asia-Pacific training and research arm of the UN, is both a great opportunity and recognition of the importance of collaboration and partnerships for our future growth and prosperity." Specifically, the training centre will focus its efforts on minimising the risk of man-made or natural disasters around the world.

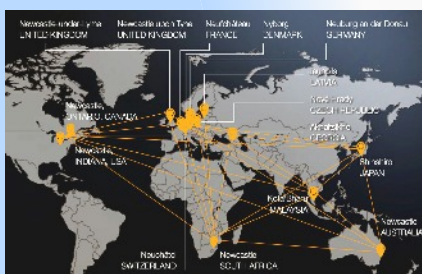
### PROVIDING CIVIC LEADERSHIP

Mayor **Ryoji Hozumi** of **Shinshiro City** recently received the national Best Manifesto (Policy Programme) Award at a ceremony in Tokyo. His youth policy has been particularly highlighted and recognised. Several members of Shinshiro Youth Council attended the ceremony (immediate right in photo).



In a recent public opinion poll by the Caucasus Resource Research Centre for the U.S. National Democratic Institute on local government in the Republic of Georgia, of all the cities with elected mayors, the Mayor of **Akhalsikhe, Giorgi Kopadze** (left), had the highest net-positive performance.

As part of an international project to strengthen governance, **Jaunpils** (Latvia) municipality council chairwoman **Ligita Gintere** visited Moldova, and a Moldovan delegation returned the visit to Jaunpils. Guests were introduced to the municipality's work in different aspects of local development - Jaunpils presented the rich cultural heritage and craft skills. Chairwoman Gintere and the Moldovan municipalities Mayors of Andrusul de Jos, Radeni, and Festelita Stefan Vodă signed twinning agreements to develop future cooperation (top right photo).



### KEEP IN TOUCH !

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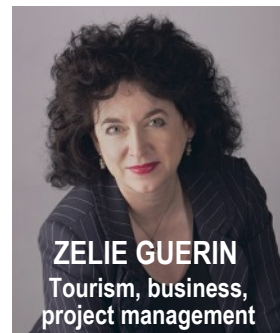
# NEWS FROM THE NEWCASTLES OF THE WORLD TEAM

## THE NEWCASTLES PASSPORT COMES A STEP CLOSER

The Newcastles that have been most involved in our alliance have now been invited to take part in the first phase of the Newcastles Passport. Zelie has written to them to invite their participation and set out the user guide and templates to prepare for going live. The Passport scheme is a great opportunity designed to promote tourism between our Newcastles.

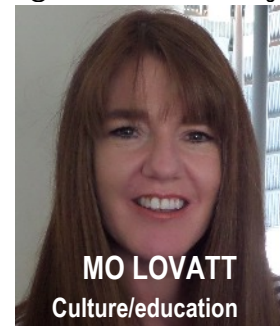
The Newcastles of the World project management team has developed the Passport scheme for visitors to each Newcastle to promote tourism, friendships across cities and receive exclusive offers. These could be special discounts from local businesses, including discounts by local hotels and restaurants, a meal with a host family, a guided tour, a meeting with the Mayor, an exclusive visit to a historic building, or other offers.

Potential visitors will find the details promoted on our website with a list of special offers for each Newcastle taking part. They then fill in an online form to download the Newcastles Passport voucher, which they take with them, when visiting a participating Newcastle, in order to access the special offers. Each Newcastle is asked to approach local businesses and tourist attractions, tell them about the Newcastles Passport and gain their agreement in taking part. A leaflet has been made available to explain the scheme. Please will the participating Newcastles contact Zelie as soon as possible with the name of your Administrator for the Passport. We can get started together on this exciting opportunity to promote tourism across our Newcastles once we have this information. Many thanks!



**ZELIE GUERIN**  
Tourism, business,  
project management

zelie@internationalnewcastle.org.uk



**MO LOVATT**  
Culture/education

molvatt@hotmail.com



As requested by the mayors, we have created an **events calendar on our website** - something to factor into your holiday journeys to other Newcastles of course, to promote your events and to take account of when planning them. We also feature the events on Facebook and Twitter. Check out:

<http://newcastlesoftheworld.com/events-calendar/> Email your events to [newcastlesoftheworld@gmail.com](mailto:newcastlesoftheworld@gmail.com)

## NEWCASTLES OF THE WORLD GLOBAL SCHOOLS PROJECT

Mo Lovatt writes: "We have a growing number of schools signed up to our schools link project and have been matching them up. There's room for many more - so please use your own contacts to help us find schools to join in this exciting project. Email me at [molvatt@hotmail.com](mailto:molvatt@hotmail.com). And send my contact details and this page to your local schools please!"

Each participating school has been sent an introductory pack with curriculum resources and ideas for making friendship links with their partner school. Each school will learn about their own culture and heritage as well as those of their partner school. Below are examples from the education pack and how it can be applied to studies.



**Geography:** Pupils investigate, compare and contrast the people, places and environments of their own and partner Newcastle; they start to make links between different places in the world. They find out how people affect the environment and how they are affected by it. This provides a basis for pupils' understanding of global citizenship.

**History:** Pupils learn about change and continuity in their own area and another part of the world. They make a visit to their own castle or heritage sites with a guided tour from participating heritage officers and/or castle managers. Each class is provided with a collection of small, hand-held cameras or mobile phones and asked to make a short film of their visit to share with their partner school and upload to the portal. They find out about famous people from their country and share their learning.

**Literacy:** Pupils will listen to or read a story from their own country and one chosen by their partner school. Books and stories will be recommended and exchanged. They will be supported by their teachers to develop an understanding and appreciation of fiction from at least two places in the world. Pupils will be encouraged to write a piece of (non-fiction) text which advertises their Newcastle. This can be supplemented by pictures and photos.

**Maths:** Each Newcastle school researches data on their own Newcastle to share with their partners. Pupils learn to compare the data and to compile statistics using simple lists, graphs and charts. They can learn to sort, classify and organise information. Older pupils can be encouraged to interpret data and use ICT where appropriate and compare demographics, and geographical data.

**ICT:** Pupils use the internet to research their own Newcastle and about their partner school. They learn to share and exchange information in a variety of mediums: email, twitter, facebook, intranet (online portal) and how to upload work such as videos, pictures, text and musical compositions.

**Religious Education:** Pupils find out about the religious beliefs in the various Newcastles around the world. They explore the major faiths – Buddhism, Christianity, Judaism and Islam - name and explore a range of celebrations, worship and rituals; noting similarities where appropriate. Teachers may wish to invite pupils to reflect on how spiritual and moral values relate to their own behaviour.

**Citizenship:** An opportunity to examine the differences and similarities between Newcastles; to examine their own place in the world and how we are dependent upon others. Pupils learn to identify and respect differences and similarities between people.

**Art & Design:** Pupils learn about the role of art and craft in their own place and that of their partner school. They will be encouraged to record first-hand observations, experience and imagination using art, design and artefacts, producing work that can be shared and exhibited with others.

## Royal Christmas in Nyborg, Denmark - by Dr Janus Møller Jensen

All the Christmas lights illuminating the old historical city centre are lit. The entire city is preparing itself for Christmas just like when the kings resided in **Nyborg** in the middle ages and the renaissance. King Christian III (1536-1559) often celebrated Christmas in Nyborg. That is why we call it "Christmas in the old Royal City". A number of activities are going on all through November and December in the entire city.



At Nyborg Castle a group of artists have prepared an exhibition in cooperation with the museum regarding Angels, as Angels figures prominently in the advent series shown on national television Juleønsket (The Christmas Wish) that has been filmed in Nyborg. The Mayors Yard – the fine merchant and mayor's house from the early seventeenth century – has been decorated for the holidays and a number of activities are taking place focusing on old Christmas traditions and making of traditional food for Christmas in the original ways.

The top event is, however, still the annual Christmas market every second weekend in December. From Friday to Sunday on the 11 to 13 December this year the entire city from the busy shops in the streets connecting the Church of Our Lady and Nyborg Castle at both ends of the historic city centre is turned into a giant Christmas event. The centre of gravity is the square (which used to be the king's tournament square) in front of the town hall. It's a modern event but in the authentic historical setting making it truly Christmas in the Old Royal City.



## A Dickens Christmas in New Castle, Delaware

The streets of **New Castle, Delaware**, USA were transformed into a Charles Dickens' era experience during "The Spirit of Christmas" town-wide event. In addition to *A Christmas Carol* street theatre performances, New Castle Historical Society hosted *Fezziwig's Ball* and three seatings for a special old-fashioned English Tea. Find out more about the Society on <http://www.newcastlehistory.org/> and about this fascinating and historic town via [https://en.wikipedia.org/wiki/New\\_Castle,\\_Delaware](https://en.wikipedia.org/wiki/New_Castle,_Delaware).

This New Castle is "the first capital of the first state," founded in 1651. It was settled by the Dutch West India Company, under the leadership of Peter Stuyvesant. Having been home to Native Americans, the Dutch, and the British, New Castle is a "uniquely American place."



## Heavenly Greetings from NEUBURG !

Everyone knows about the wonderful Christmas markets in Germany - one of the VERY best is in Neuburg an der Donau, our Newcastle in Bavaria. The main square in the old town is the place to be at Christmas time!



## Christmas celebrations from Newcastles around the world



Neufchâteau (France) far left; then Newcastle, County Down, Ireland; City Park in Newcastle Australia below; + right the parades in New Castle Pennsylvania USA and Newcastle, Ontario Canada



# From Bishop Nicholas of Myra to Saint Nicholas, and Sinterklaas to Santa Claus

Article by Robert Dulfer of Nové Hradý, Czech Republic

St Nicholas - from a simple bishop who should have been forgotten - to an annual celebration of good deeds - to a global symbol of Christmas and beyond.

In early November, Jeany Barret, the main organizer for the 2016 Conference in Canada, mentioned to me that on Sunday 15 November there would be a Santa Claus parade in Newcastle, Ontario. What is interesting is that on November 14, Sinterklaas arrives in the Netherlands. This all in preparation for the actual Saint Nicholas celebration later. In the Czech Republic we also celebrate December 5th as "Mikulas", but in a very different way than in my native Netherlands. Not for the first time, I wondered about similarities and differences in these local rituals between different countries. I would like to share this with you and get more information on how this is celebrated in the different Newcastles around the world.

In this Newsletter this short article is a "teaser" and "heads-up". In the Forum, I have set up a Saint Nicholas poll and will run a thread on who celebrates what and why, and a bit on history.

To start from the end (and get my Dutch credentials in), the American Santa Claus and the tradition of giving presents was brought to the USA by the Dutch already in the 17th century. Santa Claus is an Americanisation of the Dutch name of Sinterklaas, which is our way of saying Saint Nicholas. The cloth of bishops was already red and white but Coca Cola made it in an inerasable image thanks to their Coca Cola Christmas campaign started in 1932 and continued for thirty years!

In the Netherlands, Sinterklaas arrives on the second Saturday in November, by ship. Each year, it's in a different town. Once he has arrived officially, other towns and villages have their Sinterklaas arrivals, if possible also by ship or boat. On land, he rides a white horse and has many "black peters" as helpers. They throw out sweets and walk around with a "roe" of willow twigs. When visiting children, Sinterklaas has a book with the names of those that have been good to be rewarded, and which have been bad and get punished by being spanked with the roe or taking in the jute sack back to Spain!

As of the day of arrival, each evening children put their shoes at the stove filled with a carrot for the horse of Sinterklaas. In the morning, the carrot has been replaced by a chocolate, sweet, or small present. On the evening of December 5, the birthday of Sinterklaas is celebrated and he goes along to all houses with gifts. He travels with horse and helpers over the roofs of the houses and drops the presents through the chimney. (like Santa Claus in the movies). This is mostly a family event at home.

In the Czech Republic (and other Central European countries), Saint Nicholas arrives also on the eve of his birthday, but nowadays it is more a folk street event. Each Nicholas has two helpers, an angel to reward the good children and a devil to punish the bad ones. Teams of mostly adolescents dressed up like this roam the streets and go along the houses. In some of the more larger events, the role of Nicholas is minimalised and the main role is played by the devils. The main devil has the three-pronged staff and the book with the names of all the children. Often there are several children or adults dressed up like helper devils carrying a birch or willow rods.

Each year, the Smithy in Nove Hradý has its traditional Mikulas - Devils Forging on the Saturday before December 5, while the town of Nové Hradý celebrates Mikulas officially on St Nicholas eve itself with a large public event. Children can go up to Nicholas and his helpers. After a short interview about what the children did (good or bad), they have to sing a song and then as reward will get some sweets. This year, December 5 fell on a Saturday so both events happened on the same day. Devils forging took place in the afternoon, while the larger public event took place late afternoon and early evening. You can find more information and photos on the forum website.



## COMMEMORATING THE FREEDOM FIGHTERS OF LATVIA



Every year on November 11 Latvians commemorate "Lacplesa day". Candles are lit all over Latvia to remember the Latvian national army's victory over the West Russian Volunteer Army, the so-called Bermont troops, on 11 November 1919. By commemorating this event, Lacplesa day is honouring Latvian freedom fighters.

With torches and candles in the hands, Jaunpils people gathered together and marched through the town. After that everyone watched outdoor cinema film "4x4 for freedom" premiere.

It is very important for everyone in Latvia - and through traditions such as this young people can learn about history and heritage.

# PEOPLE

We're pleased to carry this article written for us by **Aaron Dicken**, Councilman-elect (right), City of New Castle, Indiana, a teacher at Eastwood Elementary School and former Executive Director of the Art Association of Henry County



## ALL YOU NEED IS LOVE - NEW CASTLE, INDIANA RECOGNISES ROBERT INDIANA



**LOVE** – It's one of the most powerful words in the language, and was sculpted to become one of the most emblematic art pieces in modern history. **Robert Indiana** is the creative mastermind behind its symbolism. He is one of the preeminent figures in American art since the 1960s, playing a central role in the development of assemblage art, hard-edge painting and Pop art.

A self-proclaimed "American painter of signs," Indiana has created a highly original body of work that explores American identity, personal history and the power of abstraction and language, establishing an important legacy that resonates in the work of many contemporary artists who make the written word a central element of their work.

Born as Robert Clark in 1928, he hails from the city of **New Castle**, Indiana. His art career began as a primary school student (age 7), when his first grade teacher, Ruth Coffman, kept his classroom artwork and encouraged him, knowing that he'd make something of himself. Upon graduating high school in Indianapolis as valedictorian, he served in the military and then attended the Art Institute of Chicago, the Skowhegan School of Painting and Sculpture in Maine, and eventually the Edinburgh College of Art in Scotland.

In 1956, two years after moving to New York, Indiana met Ellsworth Kelly who recommended he take up residence in Coenties Slip, once a major port area of Manhattan. There he joined a community of artists and this signalled the true birth of his career as teacher and artist.



In addition to making sculptures with materials from around the slip, he began executing hardedge paintings on canvas. In 1961, "The American Dream I" was purchased by the Museum of Modern Art (New York City) He exhibited works, including his lighted "EAT" sign, at the 1964 World's Fair in New York, joining such artists as Andy Warhol and Robert Rauschenberg.

In 1966, his LOVE painting gained tremendous popularity after being used as a Christmas card for the Museum of Modern Art. As a postage stamp, it sold 330 million copies, for which he was compensated \$1,000. Some saw this as Indiana's selling out. In reality, he was cheated out fair compensation for a magnificent piece of art. His other art pieces include the MECCA floor for the Milwaukee Bucks (National Basketball Association), Art sculpture, Numbers 1 through 0, Eat/Die, a great series focused on the Confederacy, a series of Decade Autoportraits, and a New Castle painting, referencing New Castle, Indiana, State Road 38, Big Blue River, and the soils of our farming communities.



For so many years, the lone tribute to Indiana in New Castle was a student painting of his LOVE inside our beloved Courthouse. That needed to change. After I wrote and wrote to Indiana, he finally wrote back. "Delighted with your activities in my long ago hometown. Only revisited once!" One summer afternoon I enjoyed a fifteen-minute phone conversation with the legend, talking about his early connections to Indiana and about what was changing in our community to honour him and his amazing life. This summer I was able to travel to Vinalhaven, Maine to meet Mr. Indiana. My friend and former school principal, Dick Bouslog, and I spent three hours with him inside his home and studio, the Star of Hope.



The City of New Castle, Indiana has now begun the Robert Indiana Arts & Culture Campus along South 15<sup>th</sup> Street (also named Robert Indiana Parkway in his honour). Marked with colourful, artistic crosswalks, Robert Indiana Parkway street signs, and references to Indiana's artwork, this is just the beginning of a tribute to the artist, regardless how tardy it is.



It will be a tribute that will show New Castle, Indiana's pride in our connection to a great man, a great artist, and a beloved son — Robert Indiana. If you are interested in more details about our trip, visit my blog at [www.fromindianawithlove.wordpress.com](http://www.fromindianawithlove.wordpress.com).



### NEW LEISURE OPPORTUNITIES IN NEWCASTLE, ONTARIO

The Municipality of Clarington, Canada is launching new programme opportunities for adults aged 55 and above beginning in the New Year under the brand 55+ Active Adults The Courtice Community Complex will provide create a hub for the new programming, with opportunities also to be offered at the **Newcastle & District Recreation Complex**.

# PEOPLE

## Neuchâtel's Citizenship Champion

Zahra Banisadr, instigator of the "Citizen Seed" project is the winner of the 2015 Citizenship Award of the City of Neuchâtel. The awards recognises best practice and exceptional programmes in citizenship, integration and community action, with nominations from areas as diverse as environmental protection, support of young mothers, literacy of migrants, and encouraging political participation.



Zahra (pictured above in the centre between Anne-Françoise Loup, vice-présidente du Conseil général, and Thomas Facchinetti, président de la Ville) is a native of Iran and came from Paris to Switzerland 20 years ago. She is strongly committed to the city and its people and created the Citizen Seed project to encourage young people to widen their knowledge and horizons and to participate in public debate; this is achieved by a programme of interaction with a wide range of personalities from the region and from different walks of life and backgrounds. Local schoolchildren, students and apprentices meet renowned people in cultural, political or scientific fields to enrich their intellectual and human experiences, and increase their desire to discover and learn. "Cultural Spring" is another instigated by the winner that took place for the first time earlier this year, and allowed Neuchâtelois to explore the rich Persian (Iranian) culture and heritage.



## NYBORG COMES TO NEWCASTLE

Dr Janus Moller Jensen (centre) from Nyborg, Denmark with Ian Ayris (Newcastle upon Tyne City Council, left) and Dr Hans-Christian Andersen of Northumbria University (right) on the roof of the city's castle keep in Newcastle, UK as part of Dr Jensen's fact-finding visit to Newcastle. Nyborg was represented at our Newcastle's conference for the first time last year and are now committed members of our global Newcastle's network.



## ROTARY LADIES RAISING CASH FOR NEEDY CHILDREN

Majuba Market Day is a regular feature in **Newcastle, South Africa** but not everyone appreciates why it was started. It's an initiative of Rotary International's Irene Sydenham and Margaret Guild, as a way to support Rotary feeding schemes for approximately 450 underprivileged children in the Newcastle area.

"We had the idea a long time ago and decided Newcastle needed a regular market day, where the proceeds would go towards the feeding schemes," they said. "There are children who are going to school and falling asleep because they have not had enough to eat. They can't concentrate on their work if they do not have enough to eat. Some children have even admitted to us that the meals we supply are the only meals they eat the

whole day, which is extremely worrying to us during the school holidays." They emphasised all donations made at market day, no matter how big or small, would ensure a hungry child would not have to go to bed hungry. They have also been raising money alongside Newcastle Crisis Centre for their work. Margaret (right in the photo) is originally from Newcastle upon Tyne UK and hosted a Rotary reception as President when Newcastle's of the World met in Newcastle, KwaZulu-Natal in 2010

## FAIR TRADE SHINSHIRO

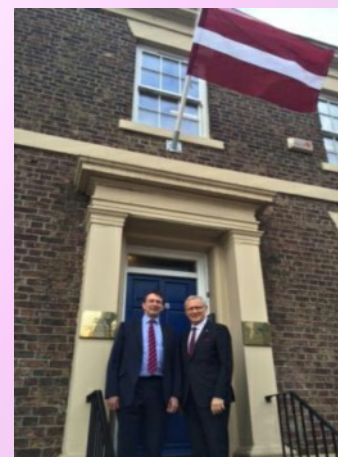
Shinshiro International Exchange Association has been promoting "fair trade" products such as chocolates or coffee at a range of events in the city. Our Newcastle's of the World friends Tomoko Tamia (left) and Miho Ishino wore Ghana and Benin traditional costume to help citizens understand more about fair trade.



Andris Teikmanis, Latvia Ambassador to the United Kingdom (right in photo with new Consul Steve Gillie), has opened the country's first-ever consulate in **Newcastle upon Tyne**. The Honorary Consul represents the interests for Latvians in the district and aims to strengthen the partnership between Latvia and North East of England in culture, tourism and economic links.

Mr Gillie, who is director of local shipping company Gillie & Blair, told us - "When I am next in Latvia I will contact **Jaunpils** and try to arrange a visit"

## NEW CONSUL



# TOURISM AND BUSINESS

## CENTRAL BUSINESS DISTRICT (CBD) CLEAN-UP AND IMPROVEMENT CAMPAIGN NEWCASTLE - A PLACE TO STAY, WORK AND PLAY

Article by Ferdie Alberts, Director of Economic Development, Newcastle, Kwa-Zulu Natal, South Africa

The Newcastle Central Business District (CBD) is the economic engine for the town as it hosts residential, retail, commercial, educational, entertainment, government, financial institutions and medical centres. There was concern that when the Newcastle Regional Shopping Mall took off the effects of decentralisation of business could extensively harm the CBD. However, the markets and economic energy displayed by the CBD so far demonstrates its resilience and more recently there have been new developments such as a SuperSpar precinct arriving in the CBD. However, the CBD continues to endure various economic negative externalities whose unintended consequences manifest in a range of problems, harm both business owners and the general public and have the effect of pushing traders out to the malls and convenient neighbourhood complexes.

So Newcastle Municipality is now complementing developments driven by the private sector and government by rolling out a clean-up and improvement campaign to emphasise that the Newcastle CBD is still a key investment destination and space for social interactions.

A range of stakeholders will be involved in the campaign and mobilised for a clear programme of action. The campaign will promote a good culture of compliance and disassociate elements harming the viability of the CBD.

The key elements of the improvement campaign are:

- Improving public places and spaces*
- Dealing with poorly-maintained infrastructure*
- Promoting better safety and security through design and enforcement (especially in more secluded and poorly-lit CBD areas)*
- Higher standards of basic maintenance (e.g. refuse collection, overgrown grassed areas, filling in potholes) and creating a greener and more sustainable environment*
- Tackling buildings that have become rundown;*
- Tackling the conversion of shops to unsuitable land uses not authorised*
- Adopting new cultures of leisure and outdoor activity*
- Tackling thoughtless parking and traffic congestion, and improving road marking and signage.*
- Examining opportunities to make some streets pedestrian-only.*
- Building a positive image and future for the CBD*



The municipality will consider whether to create a City/ Business Improvement District (BID), a systematic approach designed to reverse urban decay and re-instil new life and energy into business districts via a new business-led vehicle, in partnership with the municipality.

Public resources are more limited these days so the municipality will reengineer and reorganise its resources to mitigate this. The campaign will not only build new collaborations but also consciousness and civic pride amongst the public that Newcastle is on the new road map towards a city. We have already demonstrated this publicly by erecting the state of the art civic centre, which not only serves the public but reaffirms our commitment green buildings in 21 Century.

Our vision is that by working together and better use of resources a revitalised CBD can be created and maintained – where people can walk from their flats through safe pedestrian boulevards to places of work, socially network in the public assembly places and enjoy the abundance of shopping and also entertainment and outdoor life during the evening hours.

**NOTE: Revitalising our Town Centres CBDs is one of the topics for sharing information between our Newcastles. For related information about initiatives in New Castle, Indiana, USA; Newcastle Ontario, Canada and Newcastle upon Tyne and Newcastle-under-Lyme in the UK, see this link covering town centre partnerships and business improvement districts and campaigns:**

<http://newcastlesoftheworld.com/best-practice-information/reviving-our-town-and-district-centres/>



## JAUNPILS WINS TOURISM AWARD

Jaunpils Municipality Chairwoman Ligite Gintere led her team at the Tourism Association of Kurzeme Award ceremony in November - and Jaunpils won the Lielais Jēkabs "Masterstroke for Kids" award for the "7 Balles" creative workshop project.

The award citation stated that 7 Balles created "a very special place, where tourists as well as young people can make candles, wooden boats, toy cars, jigsaws ... the workshop gives visitors a completely different kind of world - bright, vivid, rich in impressions, everyone can indulge in fantasy, forget about every days rush, a place where time stops"



# TOURISM AND BUSINESS

## Tourism's Impact on the Community - and what Citizens can do to support the Tourism Economy

This is an article written by **Janet Falotico** (pictured below) of the Lawrence County Tourism Promotion Agency, based in New Castle, Pennsylvania and which she is kindly sharing with us all - we're sure that this is what we all need- to mobilise our citizens as ambassadors for our towns and cities.

In the past few months visitors from Georgia, South and North Carolina, Mississippi, Maryland, and New York visited Lawrence County. During the same time, International visitors from France, Ireland, Scotland, Wales, England, Saudi Arabia, India, Italy, Germany, Australia, Canada, Israel, South Africa and Norway could be found roaming our communities. This is not uncommon in our area although many residents may be unaware of the impact of tourism in Lawrence County.

Tourism is the second largest industry in Lawrence County AND in the state of Pennsylvania. Tourism statistics show that in 2013 visitor spending was \$118.1 million. As executive director of the TPA I have often joked "two full-time employees along with one part-time employee are running this HUGE industry." The fact is, we as a community are all invested in this industry.



Let's break that down: \$38.9M in transportation, \$26.2M in food and beverage, \$23.5M in retail, \$22.8M in recreation and \$6.7M in lodging. The TPA spends most of its time promoting outside of Lawrence County regionally, nationally, and internationally. This may be why our residents do not fully understand the impact of tourism.

During a recent visit, three different residents were asked where the Welcome/Visitor Center is in New Castle. Neither resident was able to give that direction. We understand there is still a need to enlighten and educate our residents so that they may stand with pride and help share the glory of our area.

Let's start with the basics; be an ambassador for your home! How can you do this? Friend your Tourist Promotion Agency. Know what is in your backyard. This will not only bring more pride in where you live but will make you well educated to help all the local businesses that need our support. Instead of talking negatively about your hometown, get involved and make a difference! The TPA is heavily involved throughout the county. We work with businesses, residents, our County Commissioners, Mayors, Township Supervisors, and Chambers. We realize the importance of each person who lives here.

We have many treasures in Lawrence County: find out how you can spread the word and gather more knowledge of our area by visiting the Lawrence County Tourist Promotion Agency or by visiting the website [VisitLawrenceCounty.com](http://VisitLawrenceCounty.com).

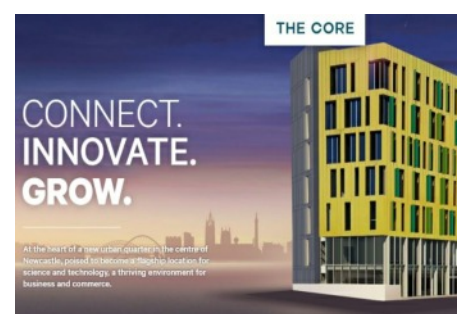


## NEUBURG MAYOR LEADS DANUBE TOURISM AGENCY

The Annual General Meeting of the German Danube Tourism Working Group took place recently in Donauwörth and **Neuburg's Mayor Dr. Bernhard Gmehling** (second left in photo) was re-elected unanimously for three years as Chairman of the Tourism Community.

The collaboration between towns and cities along the River Danube has developed a new marketing strategy to work with and support a range of tourism agencies and providers as the "Young Danube". One of the main projects has been to promote the "Donauradweg" (Danube Cycle Path) alongside the river – now one of Europe's most popular long distance cycle paths.

A year after its opening, The Core, a 7 floor commercial office space dedicated to science and technology-based businesses and research, is fully let. It is part of "Science Central" in **Newcastle upon Tyne**, a unique 24 acre (10 hectares) City Centre site, one of the biggest urban regeneration projects in the United Kingdom. The project is on the former site of the famous Newcastle Brown Ale brewery, and is being delivered by a long-term partnership between Newcastle University and Newcastle City Council. The Core is a place for collaboration, a place where people come together to share skills and knowledge, generate ideas and make futures. At the crossing point between research expertise and commercialisation, businesses based here benefit from unique access to networks that could gain them crucial competitive advantage





# TOURISM AND BUSINESS

## NEWCASTLE, SOUTH AFRICA'S NEW TOURISM ORGANISATION

The Newcastle (South Africa) Community Tourism Organisation (CTO) was launched recently, hosted by Sibonelo Nzimande, Manager of Tourism, Development and Marketing of the Newcastle Municipality and with guests from various bed and breakfast establishments and guest houses in and around Newcastle.

"There are local strategies in place to support tourism development, as this will provide us with international exposure with other Newcastles of the world; the municipality's Strategic Executive Directors are looking into marketing bed and breakfasts differently," said Mr Nzimande. "Transport/logistics was the biggest challenge in our town. The municipality is working tirelessly to have scheduled flights in and out of Newcastle, which will result in an increase in travel, business and job opportunities," he said.

Johan Pieters of Champ Marketing was elected chairman, with other executive committee members Sibusiso Mkhulise – Vice-Chairman, Nhlanhla Madonsela – Secretary and Siephan Atterbury, Treasurer

Mr Pieters elaborated on the benefits of being a member of the CTO:

- A link from the CTO website to members' websites will be established.
- Members will receive a certificate of membership to be renewed annually..
- Members will be included in the Newcastles of the world passport.
- The CTO will assist with tourism grading of all guest houses and establishments.



Nhlanhla Madonsela, Siephan Atterbury, Sibonelo Nzimande, Johan Pieters, Ferdie Alberts

Mr Nzimande and Mr Pieters spoke proudly about the tagline of the CTO for Newcastle - **Work, Play, Stay**

## NEWCASTLE, AUSTRALIA - WORLD FESTIVAL AND EVENT CITY

New South Wales has again been recognised as Australia's number one State for major events with Sydney, Newcastle and Coffs Harbour, each bestowed the International Festivals & Events Association (IFEA) World Festival and Event City Award.

Minister for Trade, Tourism and Major Events Stuart Ayres said "We are delighted that Newcastle has been recognised at such a prestigious event, demonstrating the continued efforts by Government and locals alike, to establish the city as one of the leading destinations for major events."



Newcastle is now a thriving cultural and events city, which is evidenced by the range and quantity of exciting events on the annual calendar and the cultural initiatives the city has been able to achieve. From sporting events, to arts and cultural festivals, markets, conventions and exhibitions, Newcastle offers a smorgasbord of experiences for visitors and locals to enjoy.



In 2014/2015 Newcastle hosted an array of events, which resulted in increased visitation to the city as well as the development of local event facilities and tour products. Significant examples of the variety of events and activities held over the last 12 months, which demonstrate Newcastle's outstanding ability to host large-scale events, include: AFC Asian Cup Australia 2015, Port to Port Newcastle MTB, Australian Bowl Riding Championships, Nutrigrain Ironman Series, Hit the Bricks Festival, Newcastle China Festival and Newcastle's Australia Day Festival and ANZAC Day ceremony.

## Creating and supporting small business a priority in Newcastle, South Africa

The 5<sup>th</sup> Small Business Week in **Newcastle, South Africa**, took place in October and aims to create a supportive environment for small businesses in Newcastle to prosper.



The week, which contained many well-attended events, is organised by Newcastle Municipality in partnership with Small Enterprise Development Agency (SEDA) and ITHALA, Department of Economic Development and Tourism. The programme enhances Small, Medium and Micro Enterprises and Co-operative Development to drive economic development by providing skills and information as well as opportunities to SMME's, which include access to finance, access to markets and dealing with compliance issues with regards to the establishment of new businesses.

In his keynote address, Newcastle Municipality Mayor Cllr Afzul Rehman said "We have events such as this so that you can all come together and put your minds together and come up with plans and strategies to be able to dictate to the leadership within the municipality on how to move forward in creating jobs for businesses to prosper and to ensure that we win this triple challenge of poverty, inequality and unemployment", alluded the Mayor. "We need to continue to grow Newcastle in attracting and bringing foreign direct investment to our town which will enable creation of sustainable jobs. The municipality is in the process of developing a very strong business retention and expansion programme, through this programme we will be visiting big businesses in Newcastle to ensure that these businesses retain and expand thus pursue support from them to assist in developing small businesses in Newcastle", he concluded.

# HERITAGE AND CULTURE

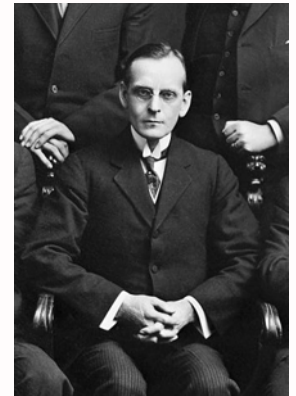
## KABUKI IN SHINSHIRO

Late November saw the famous Kabuki which is performed annually at this time of year in Shinshiro, our "Newcastle" in Japan. Kabuki is a classical Japanese dance-drama. Kabuki theatre is known for the stylisation of its drama and for the elaborate make-up worn by some of its performers. Find out more about Kabuki: <http://www.japan-guide.com/e/e2090.html> or <http://www.japan-zone.com/culture/kabuki.shtml> <http://www.japan-zone.com/culture/kabuki.shtml>



## Remembering Canadian Press Baron from Newcastle

December 23<sup>rd</sup> is the 150<sup>th</sup> anniversary of the birth of Joseph E. Atkinson, born just outside Newcastle, Ontario, and one of the most renowned of Canadian newspaper editors. Under his leadership the Toronto Star became one of the largest and most influential newspapers in Canada. Prior to that he was managing editor of the Montreal Herald. He was invited to become Managing Editor of the Montreal Star, then the largest English-language newspaper in Canada. The paper's conservative viewpoint clashed with Atkinson's liberal beliefs, and while he was considering the offer, Atkinson was asked by a group of supporters of Wilfrid Laurier, the Prime Minister of Canada, if he would become publisher of the Toronto Evening Star. His task was to save a failing newspaper, competing in a conservative city with six daily newspapers. Atkinson succeeded in turning the fortunes of the paper around and by 1913 it had the largest circulation of any Toronto newspaper. He continued to run the Star until his death in 1948 at the age of 82.



## Newcastle-under-Lyme's circus heritage

A statue unveiling of 'the father of the modern circus' has taken place at Newcastle-under-Lyme (UK) College's Performing Arts Centre. Born in the town in 1742, Philip Astley's creation of the circus began whilst performing his equestrian shows. He realised it was best performed in a circular ring of a 42ft diameter and by combining other performers into the shows, the 'circus' was born.

The statue unveiling at the College's Performing Arts Centre in November was delivered in partnership with the Phillip Astley Heritage Steering Group. Members comprise of local residents and organisations from both the public and private sector with skills or interests in education, history, conservation, arts and entertainment. Andrew Van Buren, Phillip Astley Heritage Steering Group member and World Travelled Professional Performer, said: "The steering group are committed to developing and interpreting this heritage story for the benefit of local people. Phillip Astley, who from humble beginnings in Newcastle-under-Lyme went on to become the creator of the modern circus as we know it.



This is one of many activities planned over the coming years to celebrate the 250<sup>th</sup> anniversary of the modern circus in 2018." Tina McDonald, Performing Arts Centre Manager at the college, said: "The statue is inspiring for our performing arts, music and dance students studying at the College to learn that the modern day circus was created right here in Newcastle." The college opened its doors to the new £5.5 million Performing Arts Centre in early 2015. Facilities include a 200 seat theatre, air conditioned dance studios, an outdoor amphitheatre, live recording studio and a state-of-the-art rehearsal suite.

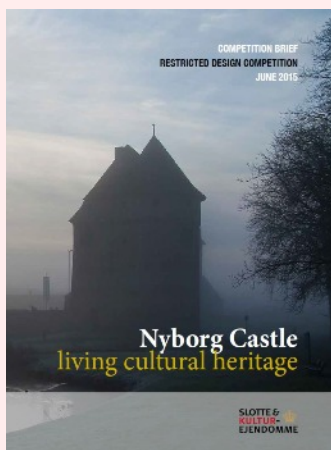
## NYBORG CASTLE RESTORATION COMES CLOSER

In the architecture competition for Nyborg Castle, three teams have been shortlisted. The winner and proposal for the restoration and renewal of the Castle are expected to be agreed and announced in March.

The story of Nyborg as the medieval capital of Denmark and Nyborg Castle as the royal castle needs to be strengthened. This is to be done through the restoration of the Castle and city's Town Hall Square. In June an international design contest for the castle and its environment into a new, unified heritage area, including new communication and exhibition opportunities, was launched. Six national and international teams were selected from 34 applicants to participate in the contest, which runs in two phases. The first phase concluded with the selection of three teams and their proposals advancing to the second phase. Phase 2 began in November and runs until March 2016, where one final winner will be selected.

The competition is organized in a collaboration between the Museums of Eastern Funen, Nyborg Municipality, The Agency for Palaces and Properties and AP Møller Foundation and Realdania.

The total budget is around 280 million kr and construction work is expected to be completed by 2019.



# Neuchâtel - capitale du chocolat !



chocolatissimo  
- 31.10 - 07.11. 2015 -  
un événement  
100% chocolatiers neuchâtelois  
Penserie de l'Hôtel de Ville, Neuchâtel

Over 9,000 visitors flocked to the Hotel de Ville, Neuchâtel for the second Chocolatissimo festival. The event lasted a full week, and included demonstrations by artisan chocolatiers, workshops, tastings, competitions - something for everyone. The chocolate sculptures and "paintings" were especially popular, and were distributed at the end of the festival.

New chocolate bars were specially designed for Chocolatissimo and were a great success with the public, to the delight of the nine participating artisan chocolatiers.

The three most-liked flavours are to be produced locally and made available in shops for the next 12 months until Chocolatissimo 2016. They were "Buckwheat Honey Chocolate 58% Black", "Nuggets Black Raspberry Chocolate 66%" and "Saffron Milk Chocolate".

Chocolatissimo 2016 will take place from 29 October to 5 November 2016.



## A SPY FROM NEWCASTLE, UK IN TOM HANKS' MOVIE



"Bridge of Spies", the new Stephen Spielberg film, starring Tom Hanks is about Rudolf Abel, a Soviet Russian spy who had been captured by the Americans and was exchanged for US pilot Gary Powers - well, Abel was Colonel Vilyam Genrikhovich Fisher but was born as Willie Fisher in NEWCASTLE UPON TYNE, England!

Fisher left Newcastle at age 18 for Russia, and later passed America's atomic secrets to the KGB; he was caught in 1957 in New York, where he had embedded himself in society and lived as a painter.



## Another successful Neuburger Kulturnacht

"Neuburg am Strom" was the theme of this year's Culture Night "word-sound-image", which took place at several locations in the upper old town and in the Book Tower on the weekend of 17/18 October.

Originally started as a Long Night of Museums, Neuburger Kulturnacht is a major highlight of the city's cultural calendar, involving almost 100 artists, musicians and many other creative people, performing in a wide range of venues, free to the public. For the first time this included the Birdland Jazz Club, one of the most famous in Germany, presenting jazz music by advanced students of the music school Wasilesku.

The illumination of many places in the city created a very attractive effect.



The **Drama State Theatre of Meskheti**, based in Akhaltiskhe, opened the 3rd National Festival of Drama in their home city with the support of the Ministry of Culture & Monument Protection of Georgia and Akhaltsikhe City Hall. At the opening ceremony, the Government Minister for Culture Mikheil Giorgadze attended.

The Festival was founded with the support of Akhaltsikhe City Hall and The League of Producers. The event was opened by Mikheil Tumanishvili's Film Actors Theatre. There were theatres presented from across the whole of Georgia, including: Kutaisi, Poti, Sokhumi, Rustavi and Gori.

## ABOUT NEWCASTLES OF THE WORLD



In 1998 the Mayor of Shinshiro in Japan took the initiative to invite representatives of seven "Newcastles" to his city. They have continued to meet every two years - in Neuchâtel, Switzerland in 2000, USA (Indiana/Pennsylvania) in 2002, South Africa 2004 & 2010, Newcastle-under-Lyme (UK) in 2006, Neuburg an der Donau, Germany in 2008, Newcastle upon Tyne (UK) in 2012 and most recently Nové Hradky in the Czech Republic in 2014.

The aim of the Newcastles alliance is to foster friendship and collaboration, and to share and enjoy each others' heritage and culture. Each gathering has taken a discussion theme to ensure practical, usable outcomes, also involving our young people.

# YOUTH PAGE

## Can you sponsor a student in our Newcastle in South Africa?

There are many worthy young students in Newcastle, South Africa who have the potential to develop and improve themselves by further study for vocational and other qualifications at college or university but who lack the funding from their families to support their studies. In many cases students qualify for bursaries from other institutions that cover their studies. These bursaries however only become effective when the student has registered. These very disadvantaged students do not have the money to pay the registration fee and a number of students with very good potential are deprived of the opportunity to further their studies with a formal bursary because they could not afford to pay the registration fee.



The Newcastle Municipality, via the Office of the Mayor Cllr A F Rehman, has therefore implemented a scheme where they assist these students to pay for their registration fee. The Municipality however only has a limited budget for this and there are many more students than the funds available. The Mayor has championed an appeal to companies and individuals to act as sponsors by paying the registration fee. The amount per student is 3000 rand (this is approximately 140 UK pounds but should be sent as rands). Last year, individuals in Newcastle upon Tyne supported five students in this way. This year more will do so. It would be wonderful if other people or groups in other Newcastles might be able to sponsor one or more students in our sister Newcastle in this way. You would need to make an international bank transfer from your account to UNISA (the University of South Africa).

The initial contact for more information is Nomsa Mtshali in the Office of the Mayor – contact [nomsa.mtshali@newcastle.gov.za](mailto:nomsa.mtshali@newcastle.gov.za)  
You will be given the name(s) of the student(s) that you sponsor. Please help if you can !

## SHINSHIRO YOUTH PLAN AHEAD



The Shinshiro Youth Meeting is planning to take a full part in the Newcastles of the World youth conference in Shinshiro 2018, using English as the conference language, and they want many Japanese young people join it.

So in October they gathered a large group of young people in Shinshiro and English-speaking exchange students and let them experience the idea of an international conference which they enjoyed in Newcastle upon Tyne in 2012 and Nove Hradý in 2014. It went very well and they wish to have this opportunity several times as part of the planning for 2018.



## YOUNG PEOPLE FROM ACROSS THE WORLD PERFORM IN NEUCHÂTEL



Over 100 members of the international youth organisation “Up with People” visited Neuchâtel to present one of their shows recently. Up with People is a global education and arts organisation whose goal is to bridge cultural barriers and create global understanding through service and music. Its programme offers a unique, unparalleled experience for its international students through the unique mix of program components, mainly workshop-based education focused on leadership, communication, global awareness and personal development.

Students from all parts of the world are invited to travel abroad with UWP for one or two terms. Each international tour embarks with nearly participants ages 17 – 29 from more than 15 countries. Volunteering and a commitment to the value of social responsibility have been core elements of the Up with People program for decades. UWP students have performed an estimated 3 MILLION volunteer hours worldwide. They even incorporate messages about the importance of volunteering in their performances.

## YOUTH COUNCIL MEMBERS - Neuburg, Newcastle upon Tyne, Neuchâtel



# NEWS IN BRIEF

Men are campaigning against women and child abuse in **Newcastle, KwaZulu Natal, South Africa**. The municipality has launched 16 Days of Activism Against Abuse of Women and Children. After the launch, in Osizweni Township Community Hall, there was a march of men along Allen and Scott Streets in the Central Business District with messages displayed on placards that support the 16 Days of Activism. The march ended at Newcastle Town Hall with a public meeting.



Malaysia Airlines says it to open seven new local crew bases across Peninsular Malaysia, Sabah and Sarawak in a bid to decentralize its B737-800 fleet operations away from its Kuala Lumpur International Hub. The new bases will include **Kota Bharu** and a total of eighteen B737-800s will be relocated. The move is expected to not only cut crew costs by reducing the need to overnight crew in regional cities, but will also improve B737 utilization rates from 15% to 20%



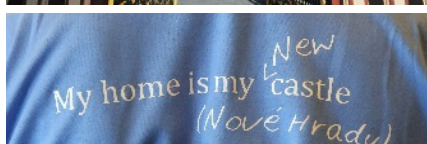
Over the centuries, the city of **Neuchâtel in Switzerland** has continued to expand, accommodating itself or taking advantage of the population growth, geographic, economic issues and urban challenges. A new exhibition (until 20 March 2016) at the city's Musée d'art et d'histoire focuses on a period stretching from 1850 to the present, a time when the city experienced impressive growth. Comparing ancient and contemporary views, the exhibition looks at the sometimes dramatic changes made in Neuchâtel over the period, demonstrated through mostly unpublished images and objects from the museum's collections. For more information see <http://www.mahn.ch/neuchatel-avant-apres>



## Shinshiro's Swiss Connections

In September **Shinshiro** City marked the 10th anniversary celebration event of the Aichi Province International Expo with a special feature on Switzerland and their relationship, through Newcastles of the World, with Neuchâtel. Shinshiro city featured a Swiss Alpine Horn and Swiss chocolate at this event.

Shinshiro had hosted the Swiss Confederation during the Aichi Expo of 2005 and that was when Shinshiro and Neuchâtel signed their sister city agreement. The two cities have held many exchange events since then, including a visit of young people from Shinshiro to Neuchâtel this summer.



The municipality of **Kota Bharu**, our Newcastle in Malaysia, has won two OpenGov Asia awards : for excellence in Analytics Open Data Initiatives and in Analytics Business Operations Awards under the Forum and Digital Services Platform for Government 2015.

This autumn, a new local road was opened in **Nové Hradky**, our Newcastle in the Czech Republic. The new road finally opens up an attractive area for new development of private housing. All utilities (electricity, gas, water, canalisation) were included in the construction, which brought the total costs to over 800 000 €. Thanks to the subsidies of the EU, the Town was able to realise this project and offer adjacent plots for an attractive price. The expectation is that in particular younger families will use this opportunity to start building their own house.

## Akhaltzikhe in the spotlight at Georgian event in London



The city of **Akhaltzikhe** and "Newcastles of the World" were presented for the first time at the annual Georgian Studies Day at University of Westminster in London. There were a series of talks including from Member of Parliament Jonathan Djanogly (a member of the UK Parliament All-Party Group Special Interest Group on Georgia) and His Excellency the Georgian Ambassador Prof. Revaz Gachechiladze Georgian Ambassador to the UK .

Akhaltzikhe and Newcastles of the World was presented by David Gigauri, a Georgian-born businessman based in London (in photo left) who is Vice Chair of the British Georgian Society and who accompanied councillors from Newcastle upon Tyne to Akhaltzikhe in 2010. The UK cities of Newport and Bristol have twinning associations with Kutaisi and Tbilisi respectively and speak at this event every year.

"My presentation received quite a bit attention, so hopefully we will be able to move forward more effectively now that we have raised our profile among very senior people" said David.

# SPORT

## SHINSHIRO RALLY



The Shinshiro rally 2015 took place over the two days of October 31 and November 1, and over 50,000 rally car fans gathered from all over Japan. A total of 150 cars participated this year in what was the ninth (and final) round of the All-Japan Rally Championship, with the drivers tested by a course set on mountain and forest roads in the city with many sharp bends, as well as time trials in Fureai Park and Shinshiro multi-purpose Park.

As part of this successful event for the city, there were rally car displays, food stalls, talk shows and the chance for the public to sit in the passenger seat of one of the rally cars as it went round the course. A great experience!



## JIM'S IN THE HALL OF FAME

Jim Shaw, winner of many gold medals in the Paralympic Games, was inducted into the Clarington Sports Hall of Fame in late October.

Jim, was born in Scarborough, Ontario, Canada in 1973 but moved with his family to Newcastle, Ontario in 1985. While out visiting with his mother he met an Easter Seal Nurse, who felt she saw a sports future in Jim and thus introduced him to the "Hot Wheels" programme, for wheelchair athletes, at Variety Village.

While at Variety Village, Jim came under the attention of Earl Church, who became his coach and mentor. Jim, who competed with a disadvantage of cerebral palsy, moved into the sports of javelin, shot put and discus, where he excelled in all three. He also played on a Sledge Hockey team.

Setting records as he competed, Jim participated in many local, provincial, national and international competitions. In 1996 at the Atlanta Paralympics he won a bronze in Javelin, a gold in both shot put and discus while breaking the discus record. At the 2000 Sydney Paralympics he won gold in the discus and at the 2007 Rio Parapan Games he took silver in discus and gold in shot put.

Because of his throwing style, which has a historical connection to the Czech Republic, he was invited to Prague as a guest of the State to demonstrate and assist local athletes in his style. Jim's quiet disposition and enthusiasm has enabled him to reach the pinnacle of his chosen sports. He has made friends and inspired people around the world and at home. He has a young daughter, ailey and enjoys car/truck shows, fishing and being outdoors.



## AKHALTSIKHE'S SPORTING FUTURE



Over 1000 schools participated recently in the Republic of Georgia School Olympiads and the Public School of Akhaltsikhe gained two bronze medals. There should be more success in the future as a new sports centre has just been opened in the city - Mayor Giorgi Kopadze is pictured below (centre) visiting the new complex.



## Shinshiro cyclists take to the highway

In Shinshiro, the new Tomei highway is going to open in February 2016, but before then local people had the opportunity to cycle on the brand new highway. About 1500 citizen enjoyed this event.

