

# I ♥ NE



**North East**  
Local Enterprise Partnership



## Tristan Watson, CEO, Ignite Accelerator

*"Newcastle is the only city I can think of where I could go for a surf before work, drop my daughter off at nursery and still be in the office by 9am," says Tristan Watson, who studied at Durham University and is now CEO of Ignite, a business accelerator which supports growing businesses across the UK.*

*After growing up in Oxfordshire, Tristan moved to Durham to study a BSc in Psychology. After university he lived in London and Leeds before returning to the North East in 2008.*

*"When I visited Durham University to look around I thought it was a beautiful part of the world and definitely somewhere I'd like to live for three years. I had three fantastic years and have such fond memories of my time in Durham.*

*"I moved back to the North East nearly 10 years ago and I can't imagine living anywhere else," said Tristan. "Newcastle is a world class, international city and it's entirely possible to be based here and run a business with international reach and ambition.*

*"For graduates, there are a lot of opportunities to work with some really exciting companies as they grow. A lot of innovative companies and industries are based outside of London as they recognise that your money goes further outside the capital - we have a strong digital sector in the region, from FTSE100 businesses like Sage through to the thriving creative and digital scene with companies like games developers Ubisoft and 3D visualisation company Zerolight.*

*"You can also enjoy a brilliant quality of life here. I live at the coast with my family and we spend most of our spare time at the beach and exploring the coastline.*

*"It's also about community - Newcastle is a world class city that's still small enough for you to feel part of a community both in your work and personal life. You're not just another face in the crowd like in a larger city.*

*"I'm glad I've lived in both London and Leeds but I feel really lucky to be in the North East now. There's a huge amount of opportunity and it's an amazing place to base yourself."*

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