

ELDON SQ.

Newcastle



SEPHORA

Now open

61K SQ FT NEXT

Opening 2025

WINGSTOP

Opening 2025

RESHAPING

NEWCASTLE

RESHAPING

NEWCASTLE

RESHAPING

NEWCASTLE



IN THE CENTRE OF NEWCASTLE

26M

Annual footfall

30

F&B units

110

Retail units

1.35M SQ FT

Retail and leisure space

Eldon Square stands as the central hub of Newcastle upon Tyne city centre. The flagship stores of Fenwick and John Lewis directly accessible from the mall make Eldon Square the destination of choice for shoppers seeking a diverse and high-quality retail experience. In 2023 Eldon Square welcomed 26 million visitors with footfall continuing to grow through 2024.

TAKING ELDON SQUARE TO NEW HEIGHTS



From rooftop dining and live music to mini-golf and go karting, the **NEW £65M REDEVELOPMENT** at Eldon Square will create even more reasons to visit. This diversification of the centre will provide a boost to culture, leisure and entertainment offering live music, dance and performances.





CATCHMENT & DEMOGRAPHICS

1.6M

Catchment

38K

Workers
within 1 mile

5M+

Monument Mall
Metro Station
visitors a year

£3.05BN

Catchment spend

£99.1M

Tourist spend

60K

Students
within Newcastle

CURRENT SHOPPERS



£47 average spend per visit

53% of shoppers live within 20 minute drive time

22% of visitors from outside catchment



Q4 2023

Angel of the North
Viewed by 30m
people a year

Cineworld

Test Cricket Durham
17k seat venue

**Newcastle
International Airport**
Over 4m passengers a year

Durham Cathedral
300k visitors a year

**Glass House Music
& Conference Centre**



Theatre Royal
300k visitors a year

**Newcastle
Indoor Arena**
11k seat
concert venue

St James' Park
Home to Newcastle United
with over 1m fans per year

Tyneside Cinema

Tyne Theatre

Newcastle Central
7m passengers a year

Ferry Terminal

Grey's Monument

ON OUR DOORSTEP



NEWCASTLE IS GROWING

ENERGY & SUSTAINABILITY

The largest concentration of energy related companies of any English region.

THE HELIX

Developed in partnership with L&G, the Helix is a vibrant 24 acre £350m innovation district in Newcastle city centre providing 20 buildings and 4,000 jobs.

TRANSFORMATION

The City Centre Transformation Programme (CCTP) is currently transforming the heart of the city with new developments and public realm improvements.

DIGITAL & TECH

A growing reputation as an “accelerator City”, Newcastle is home to Sage PLC, Ubisoft’s largest Games Studio and the highest population of STEM and computing students in the UK.

EDUCATION

60,000 students in Newcastle and the home to both Newcastle University and Northumbria University. Over 5,000 international students p.a. come to Newcastle to study.

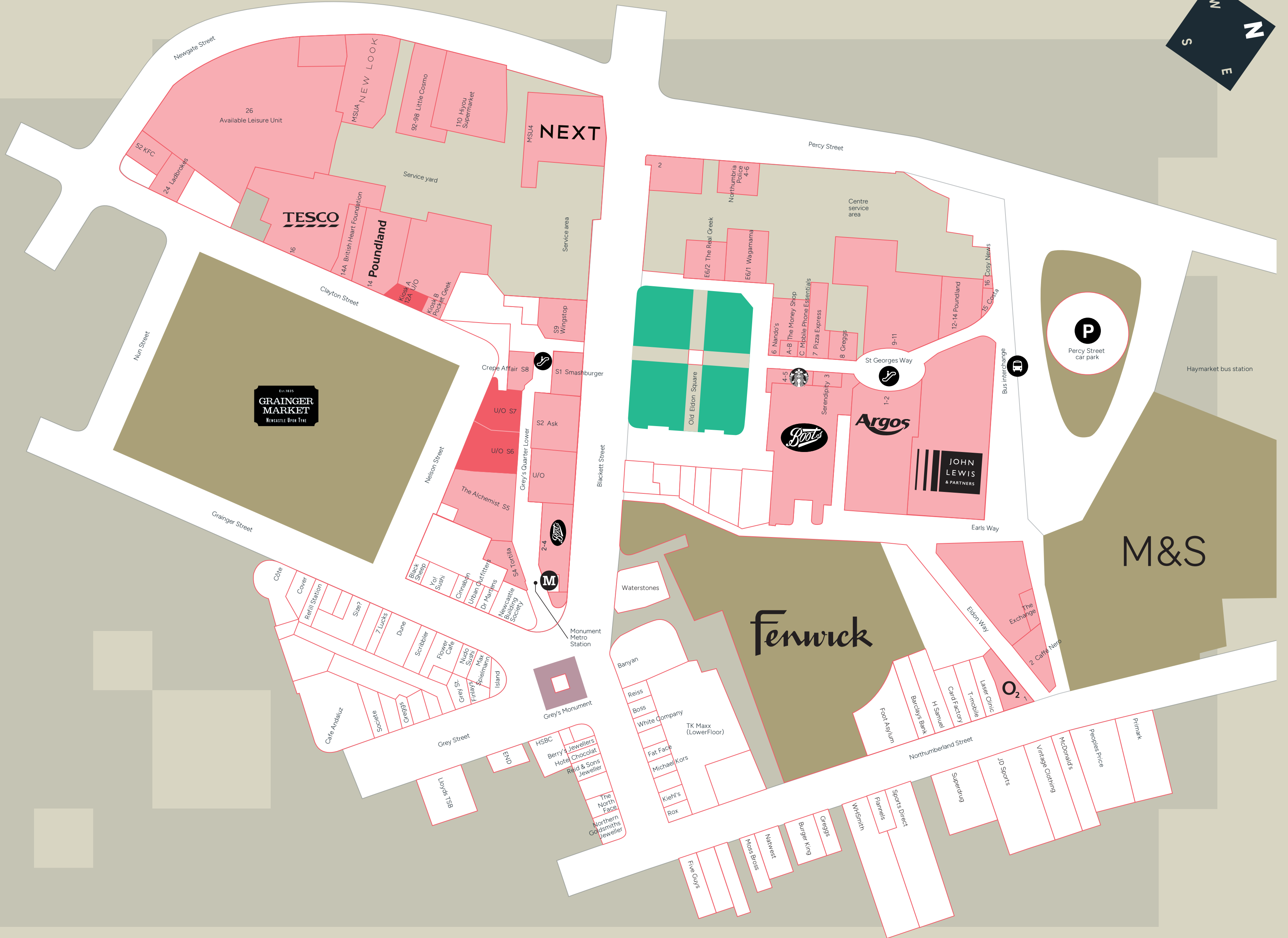
HOSPITALITY



8,500 hotel rooms in the Newcastle Gateshead areas, with another 1,200 new rooms in the pipeline.

CLIMATE LEADER

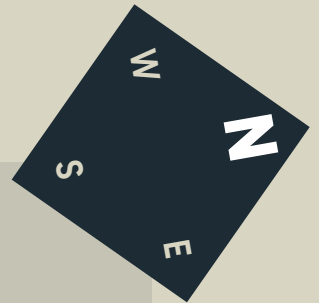
The city has retained its top A-grade status through the Climate Disclosure Programme with a Net Zero Carbon Action plan in place.

STREET LEVEL 0



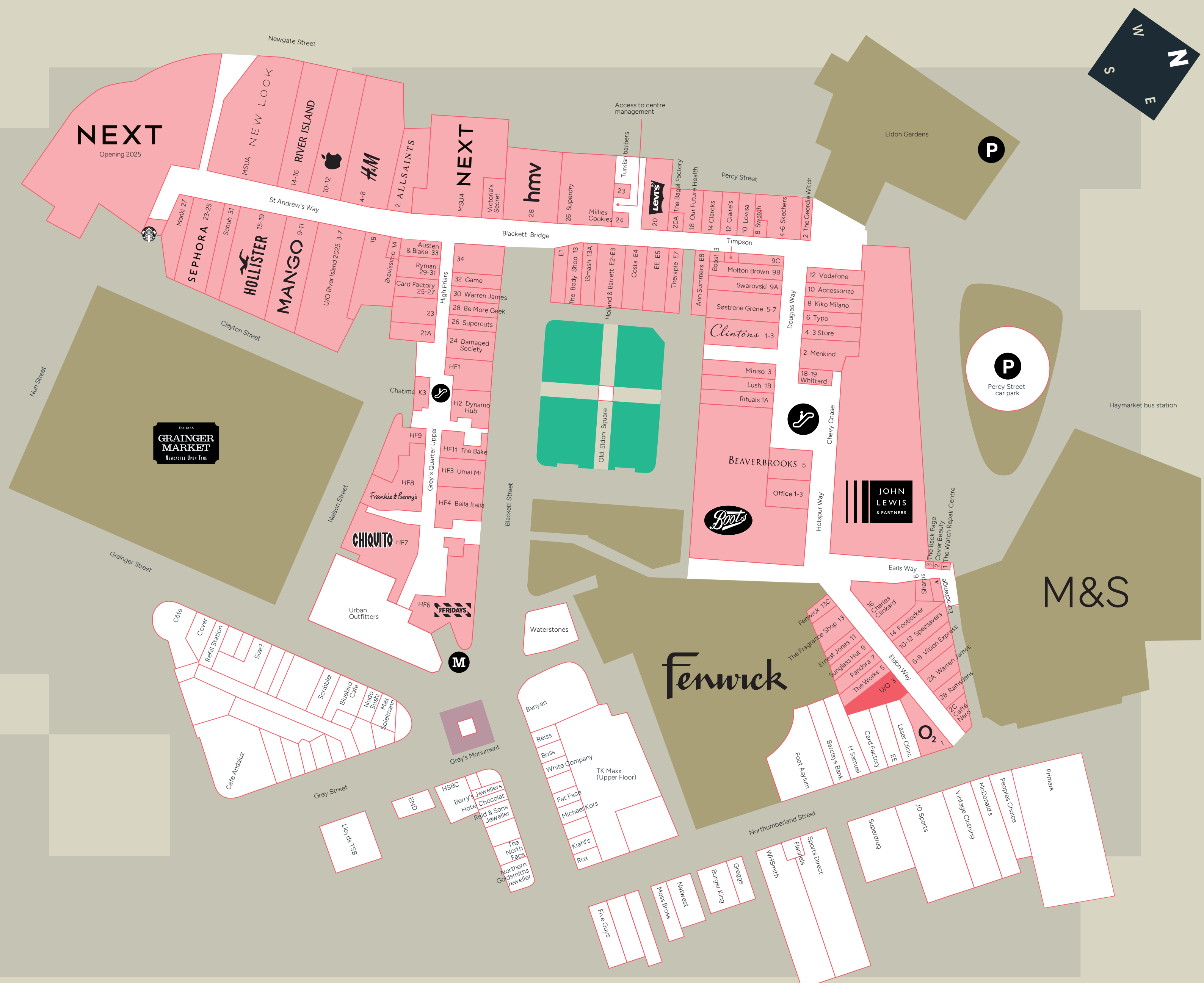
-  Car park
-  Escalators

MALL LEVEL 1



KEY

- Car park
- Escalators



BEST IN SHOW



ALWAYS CREATING REASONS TO VISIT

WINNING ON SOCIAL

We tap into trends and audiences to create advocates and grow our network

High performing TikTok to announce the arrival of Sephora received...

782.1K

views

9K

shares

50.5K

engagements

2.4K followers were gained from this video alone

BEST IN CLASS CREATIVE

A standout destination requires a standout brand identity



LOGIC MEETS MAGIC

Market data and audience insights shape our strategy and decisions

PARTNERSHIPS WITH HEART

We collaborate with our partners to showcase the brands and support social impact initiatives



UNMISSABLE EVENTS

An all-year-round calendar of exciting events to drive footfall and engage shoppers

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Newcastle
ELDON
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