ELDON SQ.
Newcastle



RESHAPING
NEWCASTLE
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# IN THE CENTRE OF NEWCASTLE

**26.5M**
annual footfall

**30**
F&B units

**110**
retail units

**1.35M SQ FT**
retail 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 2025 Eldon Square welcomed 26.5 million visitors with footfall continuing to grow through 2026.

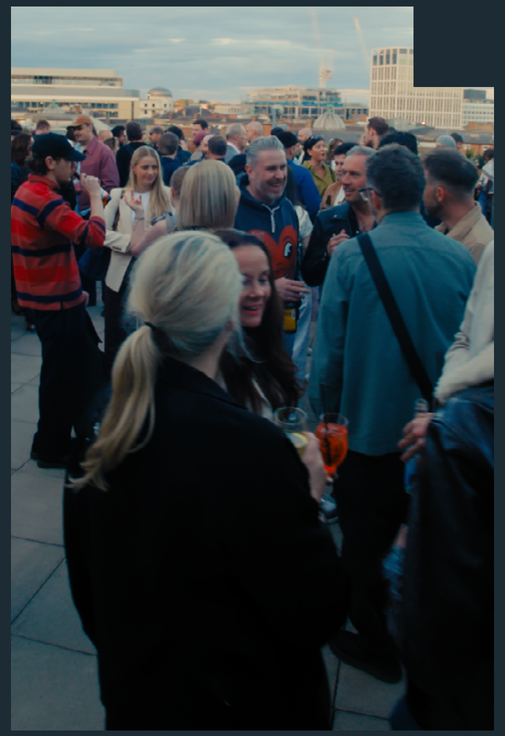
# TAKING ELDON SQUARE TO NEW HEIGHTS











## FREIGHT ISLAND NOW OPEN

From rooftop dining and live music to big-screen sport and late-night events, **FREIGHT ISLAND HAS LANDED** at Eldon Square. The 60,000 sq ft destination brings twelve kitchens, multiple bars and year-round entertainment to the heart of Newcastle, giving visitors even more reasons to stay longer, come back and experience more.



# 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



**26.5**
million visitors (2025)

**106,300**
sq ft of new lettings in 2025

**46,000**
sq ft of lease renewals

**+4.3%**
sales (2025 vs 2024)

**+11%**
footfall during peak festive weeks

## DWELL

time is now
1 hour 24 minutes

## VISIT

81% of Eldon Shoppers visit more than one store during their visit

**Glass House Music & Conference Centre**

**Test Cricket Durham**
17k seat venue

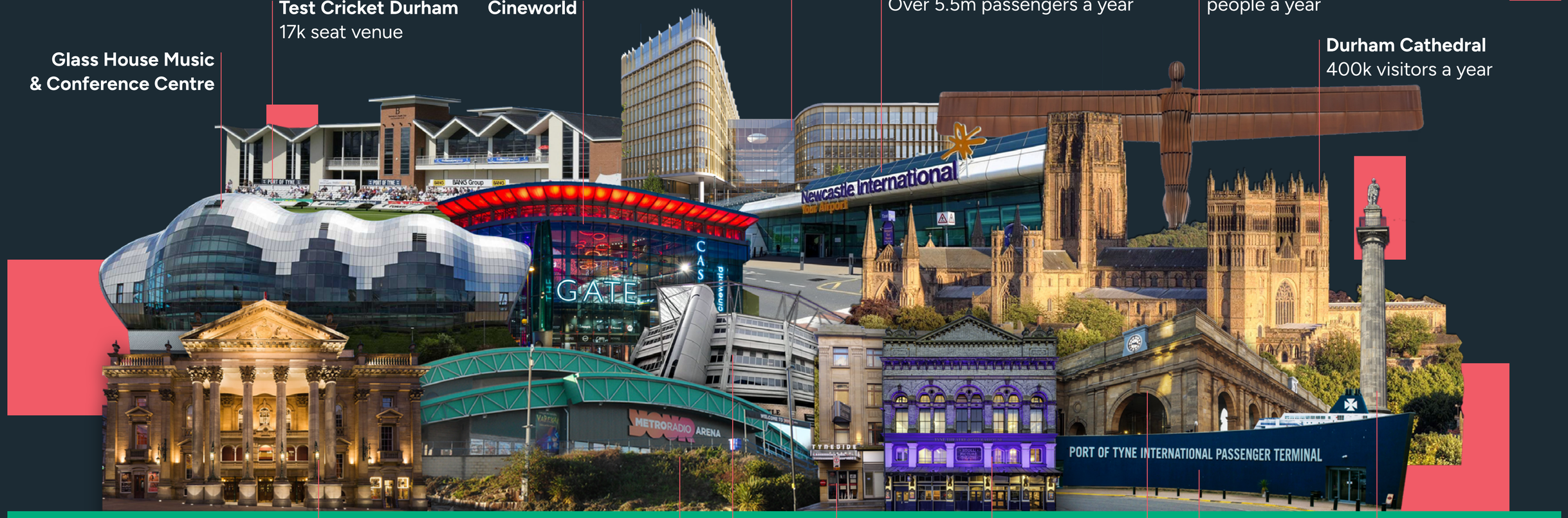
**Cineworld**

**New HMRC Office**
Opening 2027

**Newcastle International Airport**
Over 5.5m passengers a year

**Angel of the North**
Viewed by 33m people a year

**Durham Cathedral**
400k visitors a year




# ON OUR DOORSTEP

**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**
10.5m passengers a year

**Ferry Terminal**

**Grey's Monument**



# NEWCASTLE IS GROWING

## TRANSFORMATION

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

## 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.

## PILGRIM QUARTER

A major new destination just moments from Eldon Square, Pilgrim Quarter is transforming Newcastle city centre with new offices, hospitality and leisure. The Gotham Hotel is now open, with HMRC's new offices set to open in mid-2027, bringing thousands of workers into the city centre and providing a significant boost to the local economy.

## 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 Newcastle University, Newcastle College, and Northumbria University. Over 5,000 international students p.a. come to Newcastle to study.

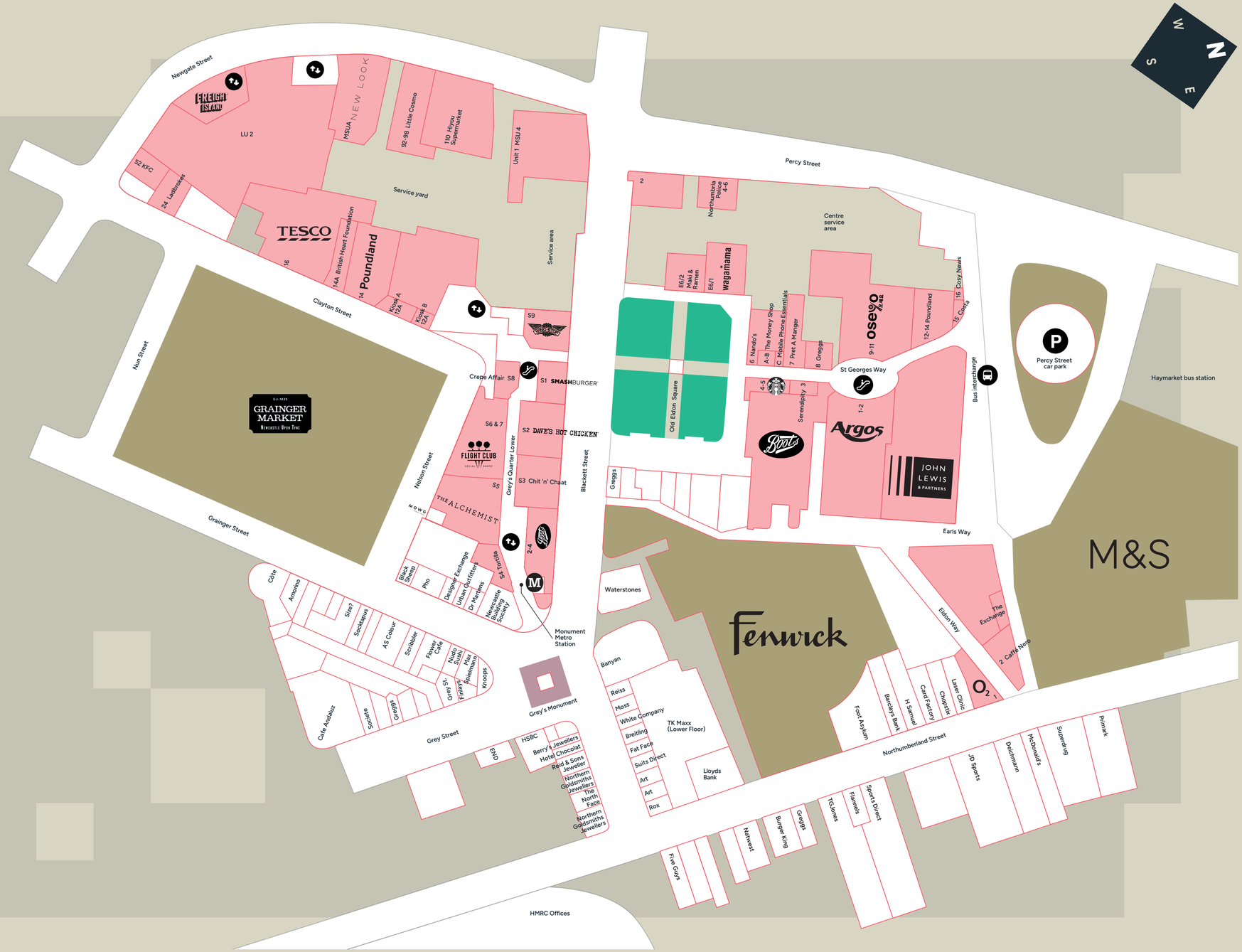
## HOSPITALITY

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

## THE NEW FASHION CAPITAL

Newcastle was selected by the British Fashion Council to be one of three UK cities to host its landmark Fashion Britain events, with Eldon Square playing a lead role.

# STREET
# LEVEL 0




## KEY

- Car park
- Escalators
- Lifts

# MALL LEVEL 1




# LEISURE LEVEL 2

# BEST IN SHOW


RiverIsland


DAVE'S HOT CHICKEN




SEPHORA


FLIGHT CLUB

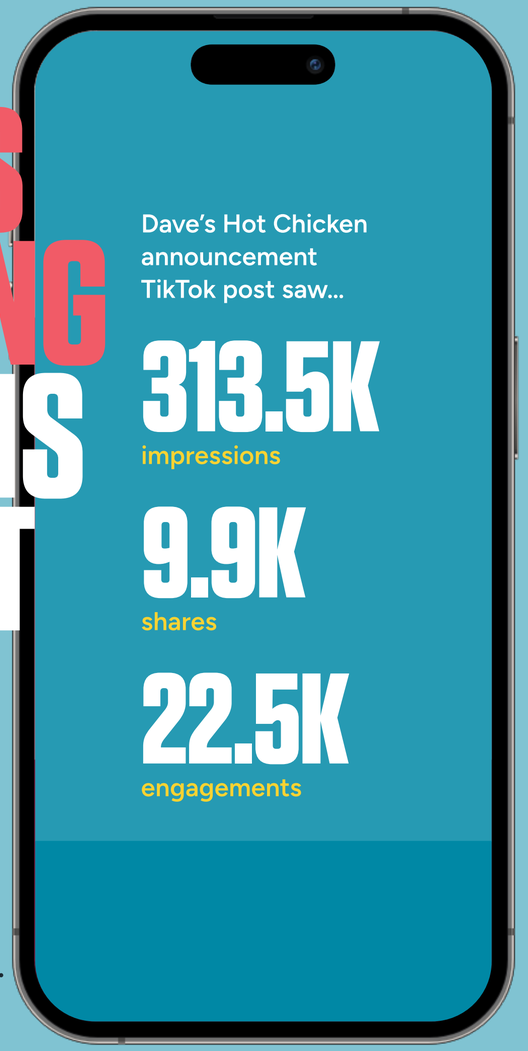

Fenwick


MANGO
MANGO


NEXT
STARBUCKS COFFEE
NEXT
Bath & Body Works


John Lewis

# ALWAYS CREATING REASONS TO VISIT




## WINNING ON SOCIAL

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

## 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.



## COMMUNITY ENGAGEMENT

Our enviable position at the heart of Newcastle city centre means that as well as welcoming millions of visitors, we're a hub for community events, from student catwalks to Young Enterprise.



## UNMISSABLE EVENTS

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

# RETAIL

SMITHYOUNG

JAMES FOX | 07702 974 734
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RICHARD PADLEY | 07891 011 386
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# CONTACT DETAILS