



Newcastle City Centre

www.eldon-garden.co.uk

Welcome TO YOUR UNIQUE SHOPPING EXPERIENCE

ELDON GARDEN SHOPPING CENTRE IS SITUATED
IN THE HEART OF NEWCASTLE UPON TYNE'S
COMMERCIAL CITY CENTRE, WITH INTEGRATED
ACCESS TO INTU ELDON SQUARE.

Offering an eclectic mix of quality independents and individual high street chains,
the Centre's retailers offer a showcase of quality products.

This retail offering is further enhanced with eateries, internationally renowned hair
salons, jewellers, fashion stores and premium branded products which creating a
welcoming destination.

Our multistory car park is one of two covered car parks in the city centre that
has direct access to both shopping centres.



HISTORY

Princess Margaret opened Eldon Garden in November 1989. The centre was redeveloped on the site of the historic Handyside Arcade and we incorporated the original cast-iron roof trusses. With changing retail the centre has adapted and provides modern facilities.

ELDON GARDEN
SHOPPING CENTRE
IS DIRECTLY LINKED
TO INTU ELDON
SQUARE AT BOTH
LOWER AND
UPPER LEVELS

SUCCESS STORIES



RICHARD SINTON JEWELLERS

Richard Sinton has successfully grown his business in Eldon Garden and was one of the first tenants to join the centre back in 1989. Recently celebrating 26 years within Eldon Garden, he has seen his turnover grow year on year building a 'high end business', offering brands such as Georg Jensen, Links of London, Bering, Bremont and many more.

His impressive business growth has seen him expand his business not only once but twice, giving a total area of almost 2,000 sq.ft.

GARDEN KITCHEN

Garden Kitchen is a cosy, rustic retreat set in the heart of Eldon Garden Shopping Centre. Their quirky take on 'picnic lunches' has kept customers retuning time and time again to this bustling cafe and has been a success from day one for the past 5 years.

PURE GYM

Pure Gym are one of Eldon Garden's newest tenants to move into the scheme. They acquired over 20,000 sq.ft back in 2015 and used the space to open a state of the art 3 floor training centre.

The gym has been extremely successful since opening and their member numbers have far exceeded expectations and targets.

BRAVISSIMO

Bravissimo is a multi-million pound award-winning company who moved into Eldon Garden Shopping Centre back in 2011 after a move from a high street location. Their thriving business has enabled them to become a true destination brand and they have had phenomenal success.

RICHARD SINTON
Jewellers



For further information please contact:

Eldon Garden Management Suite
Eldon Garden Shopping Centre,
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NE1 7RA

T: 0191 261 0117

E: enquiries@eldon-garden.co.uk

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ELDON  GARDEN
SHOPPING *your* WAY

MARKETING STRATEGY



DEDICATED ON
SITE MARKETING
PRESENCE

ADVERTISING

We run a comprehensive advertising partnership campaign 365 days per year with Heart Radio. We can change our messages at key optimum retail trading periods throughout the year which gives us the flexibility we need when trying to push main campaigns. Campaigns are also scheduled during key periods across regional newspapers and magazines, as well as other platforms.

THE WEBSITE

The principle objective of the website is to capture the essence of the unique mix of retailers, both quality independents and individual high street chains within the Centre. Additionally we seek to promote the desire to visit and in doing so add value to our retail partners. The provision of a hyperlink is available to all tenants who wish to take advantage of this service, directing potential customers to their own individual websites.

IN EXCESS OF
5,000
IN SUBSCRIBERS ON
OUR EMAIL DATABASE

ELDON GARDEN
HOSTS EVENTS
THROUGHOUT
THE YEAR

SOCIAL MEDIA

We have dedicated Eldon Garden Facebook, Twitter and Instagram pages where we promote all of our tenants' products and services.

COMMUNITY RETAILING

Eldon Garden hosts many events for families throughout the year.

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TRANSPORT & DEMOGRAPHICS



£1 BILLION

SPEND IN NEWCASTLE
HIGH STREETS IN
2015, BUCKING THE
NATIONAL TREND

NEWCASTLE UPON TYNE'S
RESIDENTIAL POPULATION
IS APPROXIMATELY

289,000

WITH A STUDENT POPULATION
OF APPROXIMATELY

60,000

37 MILLION

TOURISTS
VISIT THE CITY
PER YEAR

Eldon Garden Shopping Centre is located conveniently to central transport links

BY BUS

Haymarket and Eldon Square bus stations are located less than 2 minutes away. They serve destinations throughout Newcastle upon Tyne, Gateshead, Sunderland, Northumberland, North Tyneside and many more.

These bus stations serve approximately 18.4 million passengers per annum.

BY CAR

Eldon Garden benefits from excellent road links and is located on Percy Street, one of the city's busiest access roads. There are thousands of adjacent car parking spaces for shoppers as well as a 440 space Multi Storey Car Park connected to the Centre with direct mall access on Levels 1 and 2.

BY METRO

One of the fastest ways to travel into the city is on the Tyne and Wear Metro. Eldon Garden is accessible via the Monument Metro station which has its own dedicated entrance into Intu Eldon Square.

Approximately 77.6 million passengers use the Tyne and Wear Metro per annum.

BY TRAIN

Newcastle Central Station is approximately 10 minutes walk from Eldon Garden and is one stop away on the Tyne and Wear Metro.

SHOPMOBILITY

Eldon Garden benefits from having the only Shopmobility service in the City Centre. The service provides battery powered scooters and wheelchairs to people with mobility difficulties.

For further information please contact:

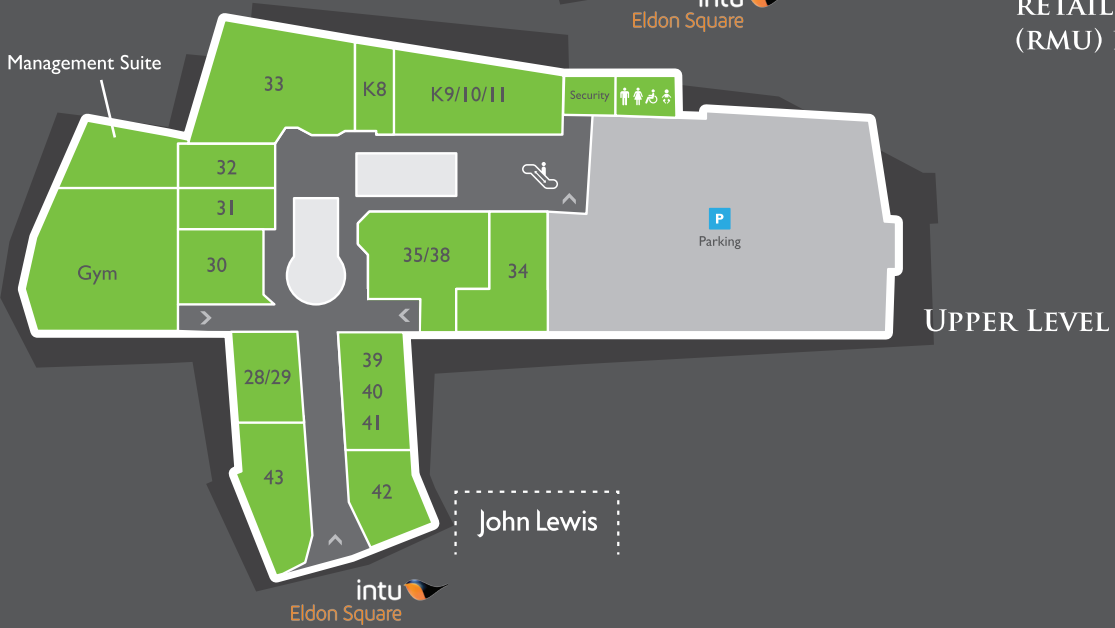
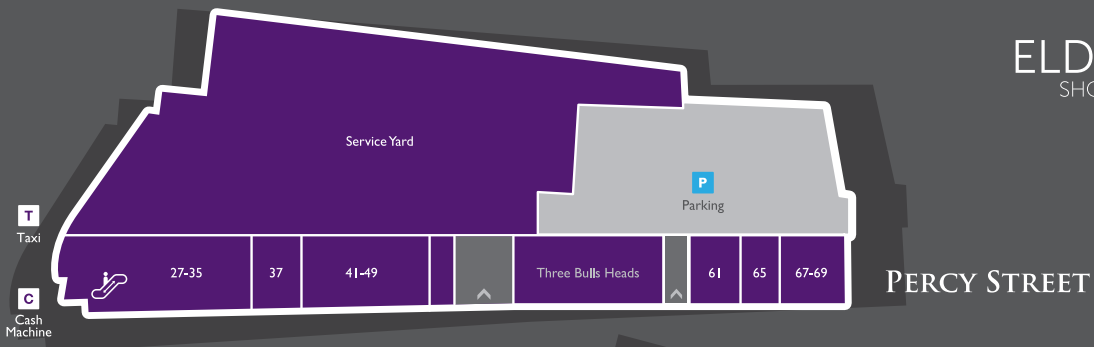
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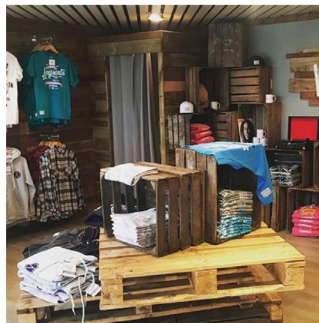
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RETAIL MERCHANDISING UNIT (RMU) PITCHES ARE AVAILBALE

Prime Newcastle Location



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Follow us   

Sat Nav Postcode for parking: NE1 7RT