

Newcastle NE1, United Kingdom

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| Client | Newcastle NE1 Ltd (UK Business Improvement District) |
| Project(s) and year(s) | Newcastle City Centre Night-Time Economy Analysis (2025) |
| Client contact | Stephen Patterson, Chief Executive, Newcastle NE1 Limited |

Our solution

Ingenium Research was commissioned by [Newcastle NE1 Ltd](#) to deliver a comprehensive analysis of Newcastle's night-time economy, building upon earlier research completed in 2012. The study provided a robust evidence base on the city's economic performance after dark, examining both the contribution of night-time industries and the challenges and opportunities shaping future growth.

Using official UK datasets and innovative analytical methods, Ingenium mapped business activity, employment, and turnover within Newcastle's night-time economy. The methodology combined Office for National Statistics (ONS) data with trading-hours information from the Google Places API, revealing how local businesses operate between 6pm and 6am and how patterns of activity have evolved over the past decade. The team introduced a trading-pattern analysis to identify when and where businesses co-locate at night, providing new insights into the dynamics of Newcastle's evening and late-night economy.

The study found that Newcastle's night-time economy remains a major local employer and generator of turnover (approximately £359 million annually) but also identified a relative decline in city-centre activity compared with surrounding areas. Findings were presented to NE1 and partners through a detailed report and data workbooks to inform future policy and revitalisation efforts.

