



Newcastle's Big Conversation

Key Messages from Across the City

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60-Second Executive Summary

Newcastle's Big Conversation Objective:

Capture a clear, grounded snapshot of what people are proud of, what needs improving, and where they feel the city should head next.

Engagement Methods:

Three principal approaches: On-Street and Online Surveys and Focus Groups. Supported by social media and video 'vox pops'. Undertaken January-April 2026.

Engagement Reach:

10,111 participants engaged through multiple channels, representing all 26 wards of Newcastle and beyond.

Analytical Approach:

Independent analysis of findings, with datasets examined separately to preserve depth and nuance.

The Core Story:

Newcastle's real pride and superpower? Its people. Friendly, welcoming, and proudly community-minded, they're seen as the heartbeat of the city. The message is simple; any future story Newcastle tells should start right there...keeping it real and keeping it people-centred. That said, some feel Newcastle is playing it a bit too quietly, with so much more to shout about. A bolder, outward-looking approach, they feel, could spotlight major music moments, sporting passion, economic opportunity, and a clearer, more confident story about what shapes and defines the city. And while there's pride in where Newcastle's been, there's real hunger for where it could go next. Residents are ambitious for the city, but they want a future that still feels distinctly 'Newcastle'. Back local ideas, champion what's unique, and make sure progress preserves and adds to the city's unmistakable character and heritage.

But first, the basics. And these came through loud and clear, with the view that cleaner, safer public spaces aren't just 'nice to have'... they're the top requirement by a mile. If residents and visitors don't feel good walking around the city, nothing else quite lands. The importance of both the city's people and the environmental landscape is also heavily reflected in the services that are most valued. While every service delivered by Newcastle City Council matters, it's those that protect, care for and support people that are seen as most important. However, they are very closely followed by services which promote cleanliness, safety and maintenance of the public realm; the day-to-day things that people notice most.

Many residents are undoubtedly up for pitching in locally, but they expect Newcastle City Council to lead from the front with clear visibility and with accountability. Ideally, residents want teamwork, not devolvment of responsibility. There is a message that they don't just want to be asked, they want to help shape and then observe (and keep connected to) what happens next. In the words of one participant: "the conversation shouldn't end here."

What Happens Next: A Clear Direction for Travel

Back Newcastle's people and unique identity, think bigger and louder on the outside, make neighbourhood improvements which can be seen and felt, and build a shared effort where communities and Newcastle City Council pull in the same direction.

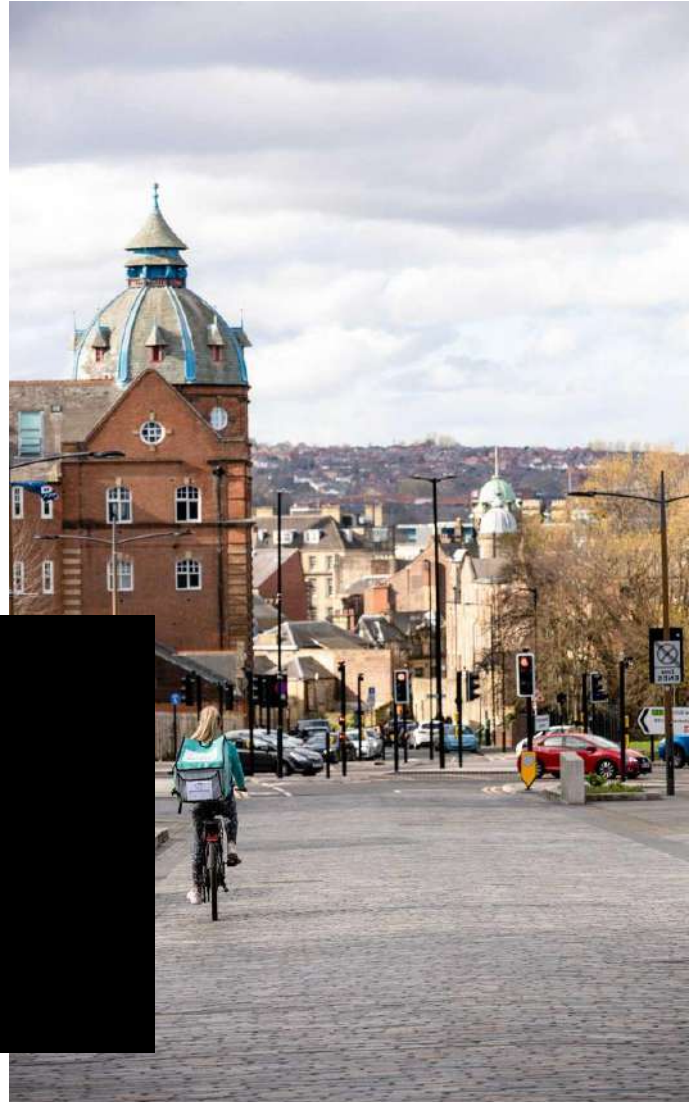
Introduction and Context

Newcastle's Big Conversation 2026 was a citywide engagement, designed and delivered by Newcastle City Council, to create a meaningful opportunity for everyone with an interest in the city to share their views on its future.

This report explores views on the very best of the city, how it can grow its reputation on a global stage, and the local and citywide changes which stakeholders feel are necessary for its vitality.

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**Listening to
Newcastle**



Through a series of wide-reaching engagement channels participants shared what makes them proud of Newcastle, from its people and neighbourhoods to its cultural identity and local businesses. They also thought ambitiously about how the city could strengthen its international profile, offering ideas spanning major events, tourism, and economic development. Alongside this, participants identified key areas for improvement, highlighting areas where change could enhance quality of life, in addition to considering the practical steps individuals could take to support and improve their local neighbourhoods.

The findings presented in this report provide valuable insight into the values, considerations and ambitions of those who live in and visit Newcastle. Together, these perspectives build a rich understanding of what makes the city distinctive, where opportunities for growth lie, and how both collective and individual action can contribute to Newcastle's future.

Newcastle's Big Conversation

The Aims of the Engagement and its Approach

Launched in January 2026, Newcastle's Big Conversation aimed to build a clearer understanding of residents' aspirations for Newcastle, and the areas where they feel improvements are needed. Rather than focusing solely on challenges, the approach deliberately emphasised "what's strong, not wrong", encouraging participants to reflect on the city's strengths as well as opportunities for change. A key feature was its distinctive approach to engagement.

Unlike traditional consultations, which can sometimes feel formal or pre-determined, the Big Conversation was designed as an open and inclusive dialogue. Newcastle City Council's role was to create space for voices to be heard, while allowing participants to express their views in their own words, without being led or constrained. This approach was underpinned by a commitment to listening and building trust, positioning the engagement as a shared civic moment. To ensure a wide reach and depth of insight, three principal engagement methods were used:

- A citywide programme of on-street, face-to-face engagement was undertaken across all 26 wards to ensure broad demographic and geographic representation.
- This was complemented by online and tailored children and young people's surveys, designed to maximise accessibility and participation across different age groups and communities.
- In addition, a programme of focus groups and conversations provided deeper qualitative insight into people's experiences, perspectives and the reasons underpinning their views.

Alongside these principal engagement approaches, social media posts and on-street video recordings helped raise awareness, encourage participation and extend the reach of Newcastle's Big Conversation. Further details on each of these channels can be found in Appendix 1 of this report.

Together, these approaches were designed to maximise participation and ensure that the findings reflect a diverse range of voices across the city. The tone and design of the engagement were intentionally simple, human, and accessible.

Five core questions were asked of participants:

- In your opinion, what makes you proud of Newcastle? (Open-text response).
- What should Newcastle do more of to be known around the world? (Open-text response).
- If you could change one thing to make Newcastle better, what would it be? (Drop-down menu of options).
- Newcastle City Council provides hundreds of services every day for residents, businesses and visitors. Using the scale below (where 1 is not at all important, 5 is very important), how important are the following services to you? (Scored list).
- And thinking about you, what could you do more of to improve your local neighbourhood? (Open-text response).

Newcastle's Big Conversation

The Reach of the Engagement

More than 10,000 people participated in Newcastle's Big Conversation across its engagement channels. This level of participation stands as a powerful testament to the city's vibrant civic spirit, reflecting not only the scale of interest, but also the depth of commitment the city's residents and visitors have to shaping the future of Newcastle.

A diverse range of voices were heard, strengthening inclusivity and giving the dialogue real breadth and depth. This strong collaboration sets an inspiring benchmark for meaningful public engagement in the city.



Newcastle's Big Conversation

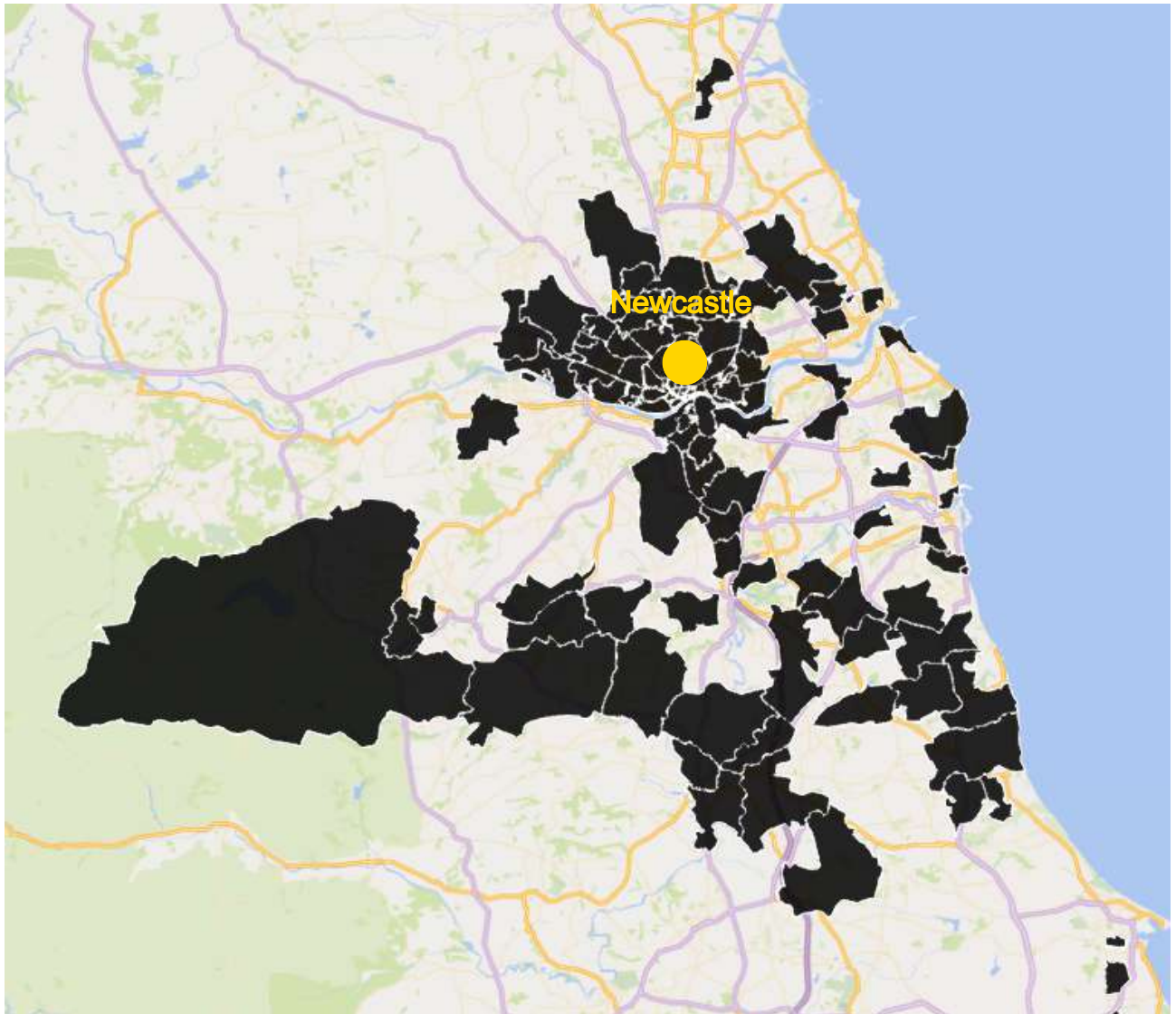
The Reach of the Engagement

Newcastle's Big Conversation drew participation from each of the 26 wards of Newcastle and beyond, with a range of 50-185 completed interviews in each ward.

Here we see (highlighted in black) postcode districts within the North East from which residents fed into the conversation.

But it didn't stop there. The Online Survey attracted contributions from Belfast to Wakefield, while international friends from countries including Switzerland and The Netherlands also took the opportunity to participate.

Source: On-Street Survey, Online Survey, Children and Young People's Survey



n= 7,333 (Not all participants provided a postcode. Map focuses on the majority of responses from the North East region).

Further demographics on participants can be found in Appendix 3 of this report.

Newcastle's Big Conversation

How We've Analysed and Presented the Findings

This report has been produced by Eljay Research Ltd. to provide a credible and accurate reflection of the wide range of views gathered through Newcastle's Big Conversation. More information about Eljay Research can be found on the back cover of this report.

Newcastle's Big Conversation engagement was designed by Newcastle City Council. The data it yielded was presented to Eljay Research, who have analysed and reported on this. Findings have been independently collated, analysed, detailed and summarised within this report. This ensures a clear impartiality of consideration and presentation. The engagement represented a significant listening exercise, generating a rich and high-quality evidence base that offers a clear understanding of what matters most across the city. A central component of this evidence base is the On-Street Survey dataset, which provides a robust and statistically representative snapshot of public opinion. It is important to recognise that each engagement channel, including the On-Street Survey, Online Survey, Children and Young People's Survey, Focus Groups (including Colleague Conversations), Social Media Engagement and Video Recordings, was designed using different sampling approaches and reached audiences in different ways. (For example, the Online Survey skewed towards females, older people and White British people and away from students.) As a result, combining all findings into a single merged dataset risked obscuring important distinctions and potentially distorting the overall findings. For this reason, each dataset has been analysed separately, allowing the unique strengths and perspectives of each method to be fully understood and preserved.

The On-Street Survey serves as a reliable baseline, offering statistically representative insights. The self-selection surveys, such as the Online and Children and Young People's Survey, bring forward additional perspectives that may not have been captured through structured sampling alone. Meanwhile, Focus Groups and meetings, including conversational methods, together with video recordings and social media analysis, provide deeper qualitative insight into lived experiences, adding important context and meaning to the data. Our analysis considers these distinct sources in both a side-by-side and layered approach, making it possible to identify both consistent themes across different audiences and meaningful differences in experience or opinion. This approach strengthens the overall evidence base, ensuring that the conclusions are both grounded in robust data and enriched by depth and nuance. In addition to presenting a clear narrative of what people said, this report also interprets these findings to set out what they mean in practice, informing direction, perceived importance, and potential areas for action.

Data have been sliced and analysed by a range of demographic variables. (Some participants chose not to provide demographic information.) Notable differences in the behaviours and attitudes of people with varying demographic characteristics have been highlighted throughout the report, when evident. The number of participants to each question is shown as n=x. All percentages have been rounded and may therefore not total exactly 100. Percentages have also been calculated excluding missing responses. Participants have been quoted anonymously to preserve confidentiality, and using their own words to preserve authenticity. Quoted comments have been used to provide examples of common themes and feelings.

Acknowledgements

Grateful acknowledgements are extended to everyone who generously gave their time, insights, and lived experiences as part of Newcastle's Big Conversation.

Their openness and willingness to engage have played a vital role in shaping a richer, more inclusive understanding of the issues that matter most to local communities.

Sincere thanks are also offered to the many partner organisations and community groups whose support was instrumental throughout this process. Their collaboration in promoting engagement activities, contributing to the design and delivery of the engagement, and helping to connect with a broad and diverse range of participants, has been deeply valued.

The breadth and depth of contributions received have been invaluable. They have provided meaningful insight into the thoughts, concerns, and aspirations of people across Newcastle, helping to inform a more responsive and community-focused approach moving forward.



Five Key Findings: The Core Story

The findings tell a clear and consistent story about Newcastle today, and the ambitions for its future:

1. Newcastle's defining strength is its people

Newcastle is overwhelmingly defined by its people and social character. Across all groups, people describe the city as friendly, welcoming, authentic and community-oriented. This is not a secondary attribute, it is the foundation of the city's identity and how it is experienced on a day-to-day basis.

Implication:

Newcastle's future positioning, whether for tourism, investment or civic pride, should be built around its people-first identity. Strategies that foreground human experience, community and authenticity will resonate most strongly.

2. There is strong ambition for greater global recognition

Many see clear potential for Newcastle to raise its national and international profile. There is a widely held view that the city is currently under-promoted and could do more to showcase its strengths. Four key opportunities emerge:

- Developing large-scale music and cultural events.
- Leveraging the global appeal of sport, particularly football.
- Strengthening the economy, business and innovation sectors.
- Improving marketing and city branding.

Implication:

A more outward-facing strategy is recommended, combining major events, economic development and a clearer, more consistent city narrative to raise Newcastle's visibility and reputation.

3. The top requirement is clear: cleaner, safer and tidier public spaces

The most consistent and urgent message across all groups is the need for cleaner, safer, and better-maintained streets and public spaces. This stands significantly above all other issues and cuts across demographics and geographies. This includes concerns relating to: litter and environmental quality, safety and anti-social behaviour and maintenance of roads, pavements and public areas.

Implication:

Environmental and public realm services are the most visible services delivered by Newcastle City Council. Improvements in cleanliness and safety are likely to deliver the greatest immediate impact on how residents experience the city and how it is perceived more widely.

Five Key Findings: The Core Story

4. The full range of Newcastle City Council services are important

There is strong and consistent recognition of the importance of Newcastle City Council services, with **all** areas viewed as important. Rather than clear trade-offs, residents see services as interconnected, collectively supporting everyday life and being delivered in the context of cost-of-living constraints. Services relating to health, wellbeing and safety are viewed as most critical, alongside environmental services with immediate, visible impact.

Implication:

While maintaining broad service performance is important, there should be a focus on services that are most visible and most closely linked to daily experience, particularly environmental quality and safety.

5. There is appetite for community involvement... but expectations are high

Residents express a clear willingness to contribute to their communities, through local engagement, supporting businesses and maintaining neighbourhoods. There is a particularly strong and encouraging proportion of children and young people who are personally willing to improve their neighbourhood. However, among both adults and children and young people, there remains a notable expectation that Newcastle City Council leads on delivery and change.

Implication:

Future approaches should enable and encourage community contribution, while ensuring clear and visible leadership from Newcastle City Council.

Bringing it together in a clear direction

Viewed collectively, the findings from Newcastle's Big Conversation signpost clear strategic direction:

- **Protect and promote what makes Newcastle distinctive:** its people, identity and sense of community.
- **Fix the fundamentals:** focus on cleaner, safer, better-maintained public spaces.
- **Think bigger externally:** raise the city's profile through events, sport, business and branding.
- **Deliver visibly:** focus on services that most shape day-to-day experience.
- **Enable shared responsibility:** support communities to play a role, alongside strong leadership by Newcastle City Council.

Read on for the detail behind these messages...

A City to be Proud Of



A City to be Proud Of

Newcastle's Big Conversation began with an invitation to participants to reflect on aspects of the city which inspire a sense of pride.

Recognising that pride can stem from many sources, including the character of local communities, neighbourhood identity, independent shops and businesses, leisure opportunities, and the city's wider reputation, participants were asked to consider what Newcastle meant to them personally. Specifically: "In your opinion, what makes you proud of Newcastle?"

Designed to capture important insights relating to the values, experiences, and defining features that shape local pride and identity across the city, this question certainly delivered.

This section firstly looks at how pride is defined by adults; secondly, how pride is defined by children and young people; and thirdly, the themes which underpin this pride across all ages.



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Question:

In your opinion, what makes you proud of Newcastle?

A City to be Proud Of

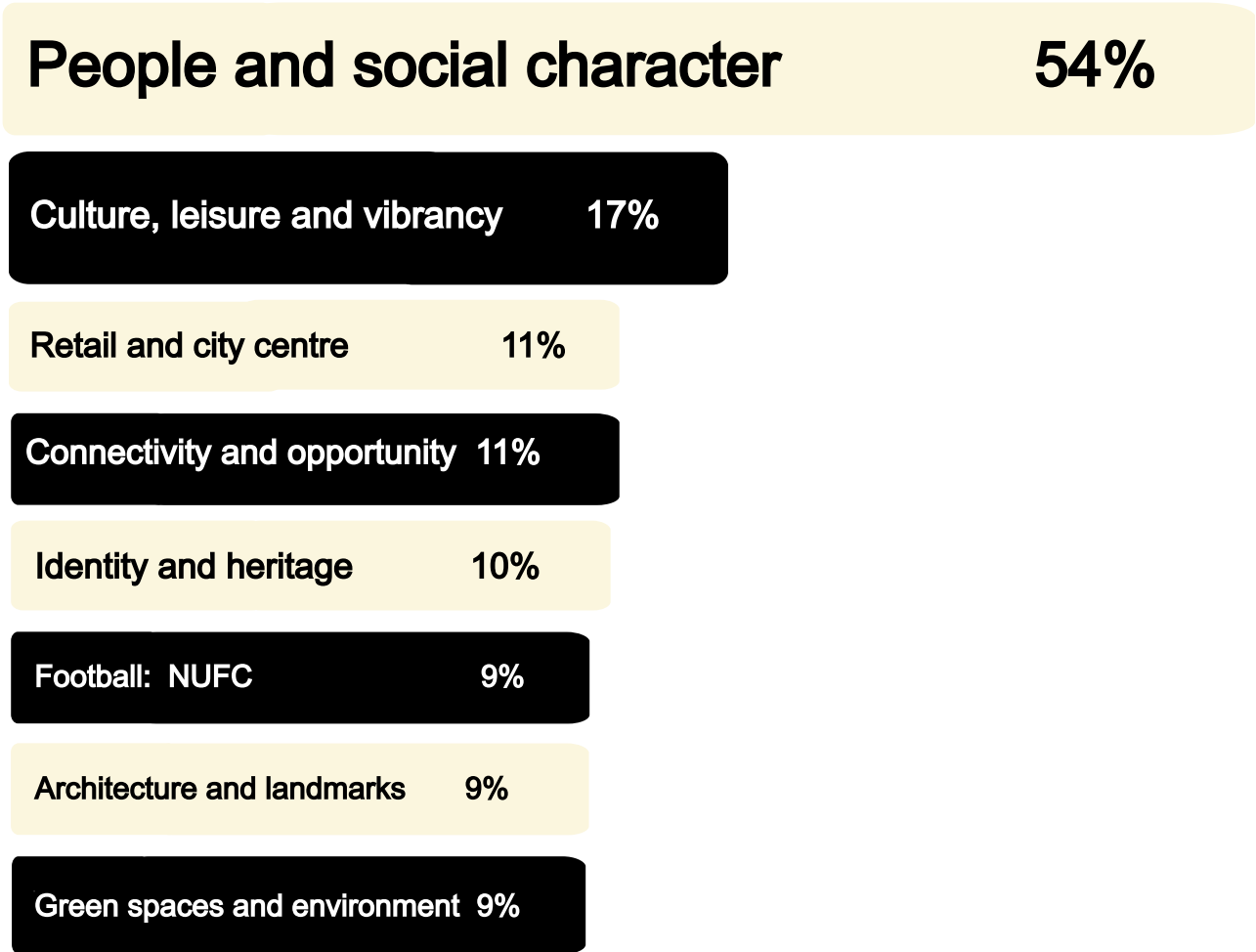
Eight Key Themes Emerged, with People at the Core

Engagement findings clearly show that pride in Newcastle is driven first and foremost by its people and strong social character. Over half of adult participants (54%) identified the people and their characteristics as a key source of pride, clearly standing head and shoulders above all other attributes. This was felt to be manifested in friendliness, warmth and a real sense of community, repeatedly highlighted as the defining people-based features of the city, creating an environment where everyone feels welcomed, connected and supported.

Alongside this, pride was reinforced by a vibrant cultural offer (17%), a lively city centre with a great retail offer (11%), strong connectivity and opportunity (11%), a distinctive identity shaped by heritage (10%), football (9%), iconic landmarks (9%) and a strong appreciation of the natural environment (9%).

What Makes Adults Proud of the City

Source: On-Street Survey



A City to be Proud Of

How Pride is Largely Consistent Across Adult Demographics

Across all adult groups, 'people' consistently emerge as the leading source of pride in Newcastle, though the strength of this feeling varies by demographic. It is particularly pronounced among females (57%) and younger adults aged 16-29 (56%) and those aged 30-49 (55%), compared to 50% among males and 51% in older age groups.

Culture and leisure is a stable secondary source of pride across most groups (around 17%), but is slightly higher among 16-29-year-olds (20%) and lower among those aged 30-49 (14%). Retail and city centre appears as a common third factor for many groups (11%). Notably, males are more likely to cite NUFC and football (11%) as a source of pride, while adults aged 30-49 are more likely to highlight identity and heritage (12%).

Top Three Sources of Pride Among Adults



Geographically, pride in people is high among residents of the North, East and Inner West (56-58%). In contrast, a slightly lower (but still notable) level of pride in people is evident in the Outer West of the city (43%). This celebration of what adults feel to be the very best of the city is contrasted with the views of children and young people on the following page.

A City to be Proud Of



What Makes Children and Young People Proud of the City

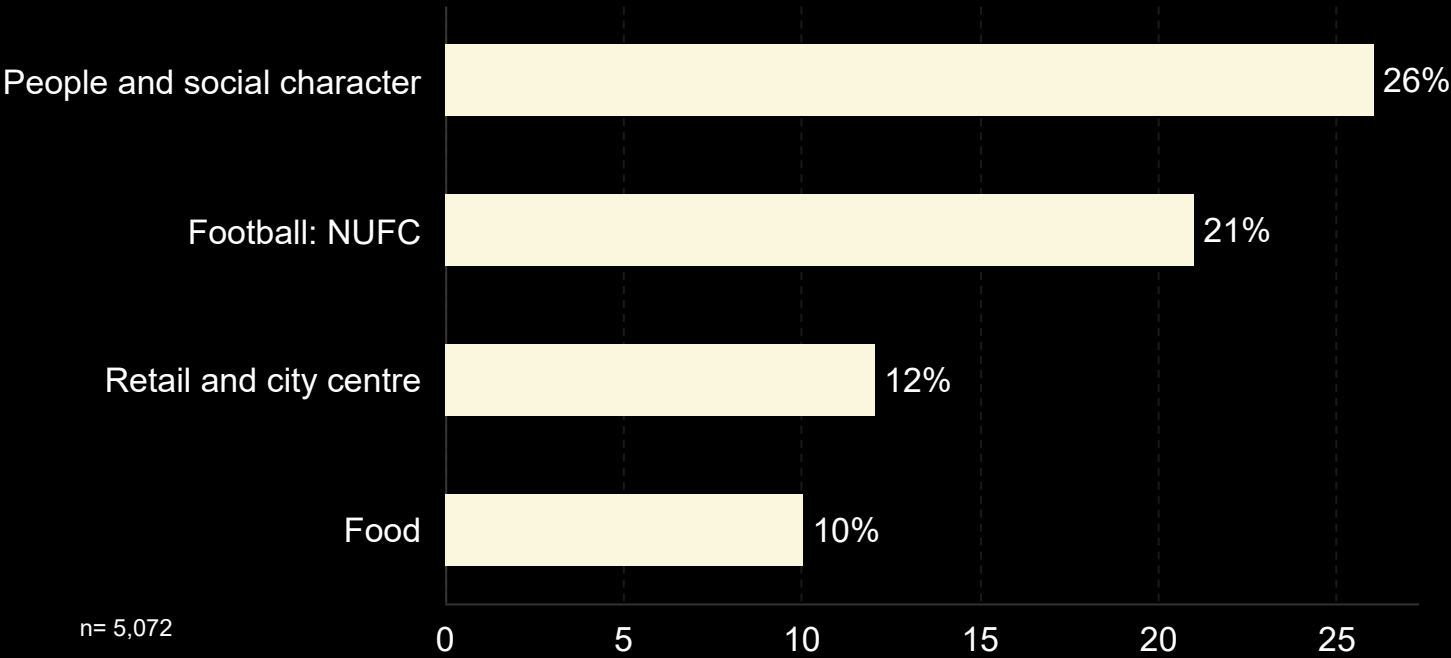
Like their adult counterparts, children and young people in Newcastle expressed a strong sense of pride in the city, again shaped first and foremost by its people and social character. Over a quarter (26%) highlighted people as their number one driver of pride.

It's interesting that children and young people are less likely to be proud of "people" than is evident among adults (54%). There are a number of reasons which may underpin this, including children and young people having fewer long-standing relationships, comparatively less exposure to the wider community (for example through employment) and a stronger pride in football. Nevertheless, friendliness, community spirit and sense of belonging emerged as the most important factors, highlighting how relationships and everyday interactions shape their experience of the city.

Alongside this, football, and the presence and performance of Newcastle United, emerges as a major source of identity and pride (21%), more so than among adults, and particularly among boys. This is reflective of its significance in bringing young people together with a commonly shared focus and passion. More practical and lifestyle elements also played an important role for children and young people. Access to shops and amenities (12%) and a varied (and highly enjoyed!) food offer (10%), contributed to how young people take pride in the city. Together, these findings show that pride among children and young people is rooted in both the people and culture of Newcastle, in addition to the activities and spaces that shape their everyday lives. Not forgetting the food, with more than a nod to the appeal of Greggs.

Source: Children and Young People's Survey

What Makes Children and Young People Proud of the City



A City to be Proud Of

How Pride Varies Among Boys and Girls

Source: Children and Young People's Survey

People were defined as the number one source of pride among boys (22%) and particularly among girls (32%). There was also a notable difference in the role of football and NUFC as a source of pride, identified by 31% of boys, compared to just 13% of girls.

How Pride Varies Across Age Groups

People were the most consistent and important source of pride across most age groups, with this becoming more pronounced as age increased. While 29% of children under 11 identified people as their top source of pride, this rose significantly to 40% among those aged 17+, suggesting that relationships and social connections become increasingly central over time.

Football emerged as a strong source of pride across all age groups, and particularly among younger respondents, indeed the top source of pride for those aged 11-13 (25%). It remained as the second most important factor for all other groups, although its importance declined slightly with age. There were also some notable differences in other ranked sources of pride. School is only prominent among the youngest group (under 11s), reflecting its central role in their daily lives. In contrast, food appears as a consistent source of pride from age 11+, indicating a shift towards broader lifestyle or cultural factors as children grow older.

Overall, the findings suggest a transition from place- or activity-based pride (such as school and football) among younger children, to more relationship-based pride in older age groups, while some shared influences, particularly football, remain important throughout.

Source: Children and Young People's Survey

Age	Top Source	Second Source	Third Source	Fourth Source
Under 11	People (29%)	Football (23%)	Retail (14%)	School (12%)
11-13	Football (25%)	People (21%)	Retail (12%)	Food (8%)
14-16	People (28%)	Football (18%)	Food (11%)	Retail (9%)
17+	People (40%)	Football (13%)	Food (11%)	Retail (7%)

n= 4,728

Over the following pages, we explore what lies behind each of the pride themes identified.

A City to be Proud Of

Understanding Key Themes: People and Social Character

Clearly, Newcastle is defined first and foremost by its people as the strongest and most consistent source of pride. People don't just like Newcastle; they value how it feels socially and take great pride in their observation and experience of the positive characteristics of those who live and breathe it. This social fabric underpins how residents experience Newcastle on a day-to-day basis, shaping its reputation as an open, inclusive and down-to-earth place. So, what makes the people so good? The answer is found in many attributes.

Source: All Engagement Sources

Warmth, friendliness, openness and expression

- There was repeated emphasis on people being “lovely” and “highly approachable.”
- People are described as lively, outgoing and emotionally expressive (particularly around football and nightlife).
- There is pride in everyday interactions (chatting with anyone). People don't just accept interaction, they seek it out. There is comfort in talking to strangers (on streets, in queues and within the nightlife).
- Social interaction is seen as easy, not awkward. Even in a city people feel “known”, recognisable and less anonymous than in larger cities.

Inclusivity, diversity and hospitality

- People are seen as welcoming to visitors and newcomers with references to a “mixed culture,” “diversity,” and the city being “home to everyone”. People take pride in helping others and making them feel accepted and comfortable.

Humour and light-heartedness

- People talked about a subtle but consistent tone of banter, humour, and wit, with social interactions often framed as enjoyable and playful: “not taking ourselves too seriously.”

Authenticity and realness

- People were also perceived as genuine, down-to-earth and unpretentious: real, hard-working people with working-class roots, with a pride in being straightforward and honest.

Loyalty, solidarity and resilience

- There were descriptions of a strong attachment to the city, each other and NUFC.
- People “stick together,” especially in shared experiences (football, hardship, celebrations). Together we overcome challenges.

Passion and emotional investment

- There was also felt to be a strong emotional attachment to the city as a place, the football team and to community life. Pride is very much expressed with intensity, not neutrality.

In short, the uniqueness of the city was felt to be strongly wrapped up in people, whose characteristics strongly define the city's identity.

A City to be Proud Of

Understanding Key Themes: Culture, Leisure and Vibrancy

Newcastle's vibrancy doesn't begin with its venues, events, or attractions; it begins with its people. The warmth, humour and openness described across all sources create a social atmosphere that naturally spills out into the city itself.

This strong sense of community, combined with an appetite for connection and shared experience, sets the stage for a city that feels constantly alive. It is within this context that Newcastle's culture, leisure and vibrancy truly come into focus, not simply as an offer of things to do, but as an extension of the city's social energy. This scene includes:

Source: All Engagement Sources

Nightlife and energy

- "Atmosphere" was a recurring theme.
- A city being "alive" at all times (even in the early hours of the morning).

A strong arts and cultural offer

- Museums, galleries and theatres are seen as accessible and part of everyday life in the city.

Great food and dining

- Restaurants and variety of cuisines highlighted.
- Social aspect of eating out.

Affordability of leisure and enjoyable living

- With "cheap living" and "plenty of free places to visit", pride is also tied to accessibility, not just availability.

The underlying feel is of a city that feels alive, social, and accessible, rather than exclusive.



A City to be Proud Of

Understanding Key Themes: Retail and City Centre

Pride in Newcastle's retail and city centre emerges not just from what is available, but from how it feels to experience it. Across the Big Conversation, the city centre was seen as lively, distinctive and easy to navigate; a place that brings together well-known high street names with characterful, independent spaces like markets and arcades.

This blend gives it both familiarity and uniqueness, reinforcing a sense that Newcastle offers something more personal than a generic shopping destination. The concentration of shops, food, and amenities within a walkable core adds to its appeal, making it feel accessible and convenient without losing its energy. Importantly, the city centre is not viewed purely as a place to shop, but also as a social and cultural hub; a place where people can spend time, meet others, and let off steam.

Source: All Engagement Sources



It is felt to:

Have a strong retail identity

- With specific mentions of places like Fenwick's and the Grainger Market.
- Pride was also expressed in relation to both high street and independent retail.

Offer variety and quality

- People loved the "variety and number of shops".
- With perceptions of Newcastle as THE regional shopping hub.

Be functionally very usable

- Key attributes were the city centre's walkability and concentration of amenities in a compact footprint.
- This was felt to make it easy to access and navigate.

In short, the city centre is seen as functional, vibrant, distinctive and unmistakably Newcastle. In this way, retail is undoubtedly part of a broader sense of civic pride.

A City to be Proud Of

Understanding Key Themes: Connectivity and Opportunity

Connectivity and opportunity in Newcastle are understood less in terms of scale or ambition, and more through a sense of ease, access and openness. Responses often highlighted how simple it is to move around the city, whether physically, through its compact and well-connected layout, or socially, through the accessibility of its spaces and experiences.

This ease is felt to create a feeling that the city is navigable and welcoming rather than overwhelming, where people can readily take advantage of what's on offer. Opportunity, in this context, is not framed as exclusive or aspirational, but as something embedded in everyday life, through affordable living, access to culture, and the ability to participate fully in the city.

Source: All Engagement Sources

Participants spoke of:

Ease of movement

- Descriptions of “easy to travel around” with an effortless movement within a city centre which is compact and logically laid out.

Accessibility of experiences

- Free attractions and affordable living.
- Opportunities not limited by income.

Grounded and attainable opportunities

- Linked to education (with the presence of universities and colleges creating opportunities to study locally), culture and lifestyle.

Newcastle was felt to be manageable and open, rather than overwhelming or exclusionary. Together, these elements shaped a perception of Newcastle as a place where barriers were lower, experiences within reach, and people feel able to make the most of what the city provides.



A City to be Proud Of

Understanding Key Themes: Identity and Heritage

Source: All Engagement Sources

There was a real sense of togetherness and cohesion in a shared North Eastern identity and Geordie culture and a clear and deep sense of civic pride which was often emotional in tone. The Geordie identity was felt to be both implicit and powerful, underpinned by:

- A strong local identity.
- An accompanying and also strong sense of community, often with identity found in working-class roots and perseverance.
- A sense of "belonging".
- People feeling connected rather than anonymous.
- Pride in "the name," and "being from the area".
- Tradition and values, seen as grounding and distinctive.
- Cultural continuity, with a blend of the past and present (heritage and modern culture).

Identity was deeply rooted and widely shared, blending history and emotion.

Understanding Key Themes: Football and NUFC

Football was seen as a major cultural anchor in the city, strengthening an already present sense of togetherness, with a strong emotional investment in the club in the context of match days as shared experiences. Hopefully triumphant, sometimes not, but with pride in spades regardless.

Among younger people, support for Newcastle United F.C. was often one of the most immediate and visible expressions of identity; something picked up through family, friends, and the wider culture of the city.

It is felt to act as an early point of connection, shaping how young people relate to Newcastle and to each other.



A City to be Proud Of

Understanding Key Themes: Architecture and Landmarks

Source: All Engagement Sources

The city's physical characteristics also contribute to the passion for Newcastle. Newcastle's architecture and landmarks emerged as an additional source of pride, rooted in both their visual impact and what they represent about the city's identity.

Across responses, there was a strong appreciation for the beauty and distinctiveness of the built environment, from the elegance of historic streets to the recognisable presence of bridges and structures that shape the skyline. They include iconic streets and structures such as The Tyne Bridge, St James' Park, the Quayside, Grey Street, Grainger Town and the Grainger Market, the Theatre Royal, Newcastle Central Station and the Laing Art Gallery. Descriptions of "beautiful buildings" convey the importance of visual identity within the city, blending heritage architecture with modern city life.

These places were not just seen as functional or decorative, but as symbols of the city's character, history and continuity. The blend of heritage architecture with a modern, lived-in city clearly creates a sense of depth and authenticity, reinforcing the idea that Newcastle has retained its identity while continuing to evolve. Landmarks act as shared reference points; features people recognise, navigate by, and feel proud to show others, making the city feel both unique and memorable.



Understanding Key Themes: Green Spaces and Natural Environment

Newcastle's green spaces and natural environment were a quieter but deeply felt source of pride, rooted in the balance they bring to city life. Across the Big Conversation there was an appreciation for how easily people can access nature, through parks, riverside walks, or the nearby coastline, without feeling removed from the urban centre. This proximity is felt to create a sense that Newcastle offers the best of both worlds: a vibrant, active city alongside spaces for relaxation, escape and wellbeing. Green areas such as Jesmond Dene, the River Tyne and Quayside, Exhibition Park, The Town Moor, Leazes Park and the nearby coastline were not seen as occasional destinations, but rather a part of everyday life, supporting everything from socialising to quiet reflection. This contributes to a broader perception of the city as liveable, restorative and well-rounded, where nature enhances rather than competes with the urban experience.

A City to be Proud Of

Real Voices...

Source: Online Survey, Children and Young People's Survey, Social Media and Video Recordings

“

- As someone originally from another country, I feel proud of Newcastle because it's very welcoming and friendly. The people here make it easier to settle and feel at home.
- I'm proud to live in Newcastle...a city that promotes kindness and tolerance... a city famous for being friendly and accepting people, so that makes me and my family feel at home.
- Living in Newcastle is something to be incredibly proud of, because it combines a world-class reputation with genuine, down-to-earth soul. Whether you were born here or moved here, being a 'Geordie' is about more than geography; it's about a shared identity built on warmth, resilience and a bit of 'canny' humour.
- I like the passion people have for the city and the football club. People try hard to make an earning whether it is running a shop, or volunteering at youth clubs to help the next generation.
- We have amazing hospitals, parks, the airport, train station and a fantastic shopping area, all within 20 minute from anywhere in Newcastle. Then drive a little further out and you have the countryside and the lakes. I love my city.
- The majority are hard-working, down to earth folk who still believe in the value of community, and in supporting each other. Strong enough to support their northerner "family" and others who share these family and community values we all share in the North East.
- Everyone feels connected in some form. And everyone kind of knows each other. So, it's easy to find your place in here.
- Newcastle is gritty and beautiful. We have a fighting spirit and we are inclusive. If you love our city and you take part, you're a Geordie.
- We're proud of our heritage...where we've been and what the future holds.
- Newcastle has a spirit that's hard to match. The people are friendly, down-to-earth and always ready to help each other out. The city has a proper sense of community, whether you're in the centre, the coast or the neighbourhoods in between. I'm proud of the local businesses, the independent shops, and the way the city mixes history with modern life. The atmosphere on match days. the Quayside, and the culture around music, nightlife and events all make Newcastle feel alive and unique.

”

Newcastle on the World Stage



Newcastle on the World Stage

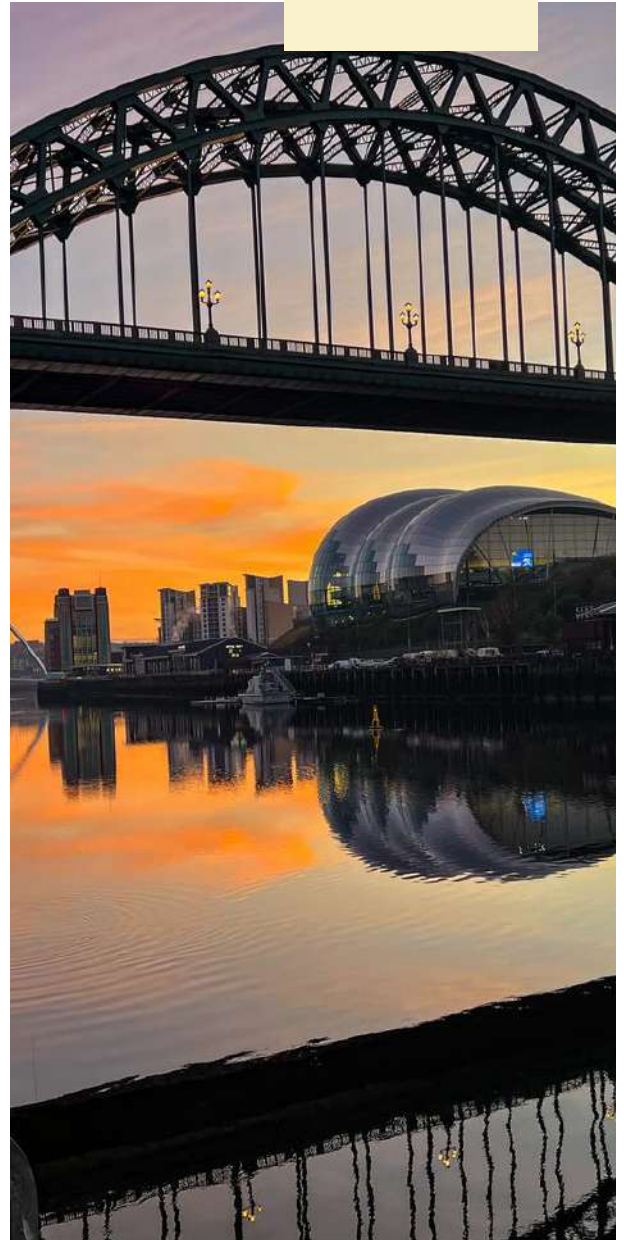
Building on the captured reflections on local pride, Newcastle's Big Conversation then invited participants to look ahead, considering Newcastle's future on a broader, global stage.

While the initial Big Conversation question captured what residents value about the city today, the following question explored what requires amplification or new development to enhance Newcastle's international reputation.

People were encouraged to think ambitiously about the city's future and the actions that could help raise its international standing, whether through hosting major sporting or cultural events, attracting more international visitors, expanding business and trade opportunities, or pursuing other bold ideas. Specifically, participants were asked: "What should Newcastle do more of to be known around the world?"

Responses provide insight into how residents believe the city can build greater recognition, influence, and visibility beyond the UK.

This section firstly considers the ideas of adults; then the ideas of children and young people; and thirdly, the themes which underpin these ideas.



“

Question:

What should Newcastle do more of to be known around the world?

Newcastle on the World Stage

The engagement findings signposted a number of ideas suggesting how Newcastle can strengthen its profile on the global stage. Collectively, participants highlighted a range of opportunities centred on enhancing the city's cultural offer, economic positioning and international visibility.

There was a strong emphasis on building a vibrant programme of events, often music-led, with accompanying culture and entertainment to attract visitors and showcase the city's identity. This idea was mooted by more than twice as many participants (37%) than any other.

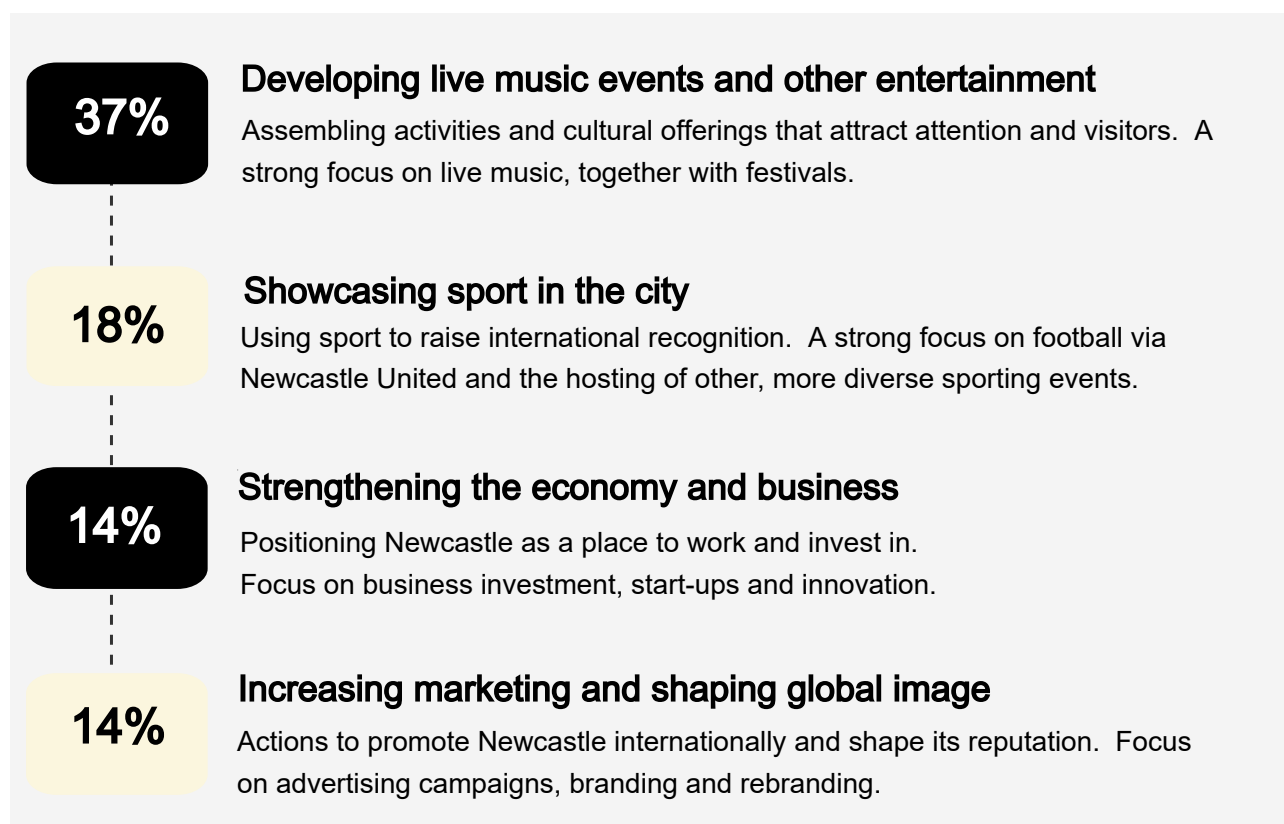
Sitting alongside this was the potential for leveraging sport as a means of gaining wider recognition (18%). This leaned strongly, but not exclusively, on Newcastle United.

Additionally, participants identified the importance of promoting Newcastle as a place to work, study and invest (14%), supported by a thriving business and education sector. There was also a perceived need for increased and more coordinated marketing and branding activity to raise awareness of the city internationally (14%).

Together, these form four key pillars, shown below and explored in more detail overleaf, pointing to a desire for a more outward-facing approach, combining cultural vibrancy, economic strength and strategic promotion to enhance Newcastle's global reputation.

Key Recommendations from Adults

Source: On-Street Survey



Newcastle on the World Stage

How Adults Differ in their Thoughts

Key Male and Female Differences

Source: On-Street Survey

MALE	FEMALE
Men are notably more likely to suggest putting an emphasis on football and the potential of NUFC as a global draw. 9% males vs. 4% females	Women are more likely to feel that the hosting of live, large-scale music events is the way to put Newcastle on a more global stage. 21% females vs. 17% males

n= 2,197

Age Summary: How to Boost the City's Global Potential

If we look at key differences in the views of people by different ages, we can see that young participants are much more focused on the promotion of live music events. In contrast, older participants lean more into a need to market and shape the global image of the city.

Age	Developing live music events	Marketing and shaping global image
16-29	29%	11%
30-49	17%	16%
50+	13%	17%

n= 2,205

Visitors: How to Boost the City's Global Potential

Looking specifically at visitors, this group's top three suggestions focus strongly on a need to showcase more events (conventions, festivals and food), increase city promotion (including history, attractions, retail and culture) and host more live music concerts.



We now consider how these compare with the thoughts of children and young people.

Newcastle on the World Stage

The Thoughts of Children and Young People

While the promotion of sport notably featured among ideas given by adults, among children and young people it was further amplified. This particularly related to the importance of Newcastle United as a dominant theme in how young people see Newcastle's global identity being strengthened. The club is viewed as the city's most recognisable international symbol, with its passionate fanbase and recent success helping to put Newcastle on the world stage. Around 1 in 3 children and young people (30%) feel that continued investment, strong performances, and global promotion of the team would elevate the city's reputation and attract visitors. NUFC is seen not just as a football club, but as a key driver (alongside the hosting of wider sporting events:12%) of the city's image, culture, and international visibility.

Young people also felt that Newcastle should make more of its existing landmarks and attractions to strengthen its global identity (17%). This included increased promotion of iconic sites like the Tyne Bridge, in addition to the Quayside, showcasing them more prominently in media, tourism campaigns and events. There is a sense that these assets are already distinctive but currently under-utilised, with opportunities to enhance them through attractive experiences, and storytelling to increase their visitors' memorability. Interestingly, food is seen by some (15%) as part of Newcastle's global identity, with some young people requesting increased variety (especially international cuisine), wider food experiences (markets, events, culture) and more of what is already in place (notably Greggs!). This suggests that food is viewed not just as eating, but as a way to make Newcastle feel more diverse, exciting, and globally connected.

Key Recommendations from Children and Young People

Source: Children and Young People's Survey



Newcastle on the World Stage

How Children and Young People Differ in their Thoughts

Key Male and Female Differences

Source: Children and Young People's Survey

The recommended focus on sport dominates more for males than females. Boys strongly see Newcastle United and a major sporting profile as the main route to global recognition. 39% highlight sport as a key driver in potentially putting Newcastle on the world stage. In contrast, girls are less reliant on sport as the primary strategy, with just 23% feeling this way. Rather, girls lean more into culture, experience, and the city feel and visibility, focusing on the importance of promoting tourist attractions and landmarks (20% vs. 14% of boys) and also developing more live music events (10% girls vs. 5% boys). Combined, boys and girls suggest that each of these elements are necessary; a global spotlight on sport, accompanied by the depth of experience which culture and tourism brings.

Key Age Differences

Younger children (under 11): most basic and visible thinking. This is a group who place the highest emphasis on sport (34%) and tourist attractions (29%) and very little emphasis on the growth of business and the economy. They think in simple terms: make it fun and make it famous (football).

Early teens (11-13): still sport-heavy (33%), but broader in their thinking. This is a group that is stronger on tourism and attractions, with food and shops starting to also emerge as being seen as drivers. Their views show that they are beginning to value city experience and lifestyle, far more than their younger counterparts.

Mid-teens (14-16): more balanced in their thinking. Sport drops slightly (30%) but is still dominant. However, food, retail and culture start to assume a greater potential role. This group starts thinking would people enjoy spending time here?

17+: this group shows the biggest shift towards economic and cultural strategy. Sport drops to 18% (the lowest of all groups), with a much higher focus on business and investment, together with more on culture and urban development. This group view international reputation as not just fame, but economic positioning.

Age Summary: How to Boost the City's Global Potential

Age	Thoughts on How to Boost Global Potential
Under 11	Sport, tourism and attractions
11-13	Sport, food, tourism and attractions
14-16	Balanced: lifestyle and experience
17+	Economy, culture, long-term reputation

n= 4,821

Over the following pages, we explore what lies behind each of the themes identified by adults, children and young people.

Newcastle on the World Stage

1. Developing Live Music Events and Other Entertainment

“

We need more music events for sure. We have venues for every single capacity size... but they never get included in UK tours.

Source: On-Street Survey, Online Survey and Focus Groups

Focus solidly on headline music events

- Large-scale music concerts and festivals are seen as key to global recognition and a fast-track to visibility and reputation building. Live music was identified as the number one means of promoting Newcastle on an international stage, with a call to think big, creating signature, large-scale and globally recognised events with a focus on music and big-name, international artists.

Diversify and maximise the offer, shifting geographical focus

- Ensure Newcastle is included on major UK and global tour circuits. Move attention North, away from Leeds and Manchester, and South away from Glasgow and Edinburgh.
- Cater to different age groups and musical tastes, ensuring events appeal to visitors.
- Link music to a stronger night-time offer, making the city more vibrant and attractive in the evenings, enhancing reputation as an entertainment destination.

Capitalise on major event momentum

- Build on previous recent successes of Sam Fender stadium concerts, Mercury Prize Awards, MOBO Awards and the Newcastle Come Together Festival.
- Host and create flagship annual events that people travel to.
- Target the BAFTAs, the Brits and Radio 2's Big Weekend.
- Consider the need for a new (acoustically fantastic) venue to entice and accommodate these events.

Newcastle on the World Stage

2. Showcasing Sport in the City

“

Football is huge here ... it should be used more globally.

Source: On-Street Survey, Online Survey and Focus Groups

**Position Newcastle
as a major sporting
destination**

- Sport is viewed as a central theme of identity.
- There is a desire to attract more visitors to the city through sport, with a strong emphasis on hosting more large-scale sporting events.
- Sporting activity is clearly seen as a driver of tourism and global recognition. Increasing visibility through sport is seen as a way to enhance global perception, with opportunities to build a consistent, recognisable sporting brand for the city.

**Leverage the
global appeal of
football**

- Football is felt to be by far the strongest sporting opportunity to promote Newcastle.
- There is a clear association with Newcastle United FC as THE global brand, together with a recognition of the continued importance of the club as a global draw. A real opportunity to use the club's visibility to promote the city internationally.

**Build a broader
sporting offer**

- Requests for “more sport” indicate an appetite beyond football alone.
- There is felt to be opportunity to expand other sports and competitions, including rugby, basketball, athletics, water sports, and more niche or emerging sports, with the aim of appealing to broader audiences and participants.
- Potential to create a year-round programme of sporting activity in Newcastle, expanding on established events like The Great North Run in addition to attracting new sports.

Newcastle on the World Stage

3. Strengthening the Economy and Business

“

More investment would put Newcastle on the world stage.

Source: On-Street Survey, Online Survey and Focus Groups

Grow and attract businesses

- A strong and consistent call to expand and invest in businesses in the city, with an emphasis on attracting international and large-scale companies, alongside growing existing firms.
- Calls to rebuild and grow industry and manufacturing.
- Employment strongly seen as being closely linked to the city's attractiveness and reputation, with visibility tied to perceived economic strength.

Develop new growth sectors and industries

- Interest in expanding innovation sectors (such as science and technology) within modern, global facing spaces.
- This is felt to represent an opportunity to position Newcastle as a modern, forward-looking economy, in the wake of an industrial past.

Boost trade and international links

- An emphasis on growing trade, exports and global business connections.
- Interest in making Newcastle more outward-facing and globally connected.
- Both viewed as key to raising the city's international profile.

Newcastle on the World Stage

4. Increasing Marketing and Shaping Global Reputation

“

We don't shout about ourselves enough.

Source: On-Street Survey, Online Survey and Focus Groups

Build a clear and positive city image

- There is a clear desire to improve Newcastle's overall reputation and public image and an opportunity to develop a stronger, more consistent city identity and narrative.
- Many suggestions to highlight quality of life, friendliness and community pride.
- With a need to go beyond Newcastle's nightlife, party city and drinking culture.

Increase promotion and visibility

- A context of thought that Newcastle is currently under-promoted both nationally and internationally.
- A definite and consistent call to “promote the city more” with a strong emphasis on multi-channel advertising and publicity to boost exposure and sell Newcastle and its offer.
- An opportunity to modernise the city's image through digital storytelling and content.

Promote culture, heritage and unique identity

- A strong focus on showcasing the city's history, heritage and architecture.
- An emphasis on promoting culture and arts in addition to nightlife.
- A desire to better communicate what makes Newcastle both distinctive and unique, positioning Newcastle as a welcoming, inclusive and diverse city.
- Opportunities to lead on themes such as age-friendly living, accessibility, equality and “city of sanctuary” status.

Newcastle on the World Stage

Real Voices...

Source: Online Survey, Children and Young People's Survey and Focus Groups

“

- Investors don't need a big speech they just need to come here and see the stunning scenes, understand the opportunities and meet the amazing people.
- Sports bring people together.
- Newcastle kind of has everything it can, and the attractions are here... it just needs to focus on the things it has.
- Sports and music events always draw many visitors to our city.
- The city has something for everyone, whether you are into football, music, history there is always somewhere that fits your interests.
- The Christmas market is great and would be great to have things like this throughout the year.
- Tell our story better and more! We've a lot to be proud of and should be shouting it from the rooftops.
- Celebrate our historical heritage. We can rival the likes of London, Edinburgh and York in terms of history.
- The city has the personality and infrastructure to attract visitors...showcasing the region's strengths of innovation, hospitality, sport, and culture, would put Newcastle firmly on the world stage.
- The food culture here is crazy...its delicious!
- The city should be known for hosting big music festivals and sports events as well as having great places to visit.
- We need bigger music and theatre venues. The music venues are not big enough for the really big names to come to.
- It's all about the sell and social media.

”

Improving the City



Improving the City

Following these forward-looking ideas about Newcastle's global reputation, the conversation shifted focus to the changes that residents and visitors would like to happen.

While the previous question explored how the city could ambitiously grow and be recognised internationally, this question invited reflection on more practical improvements, with the potential to enhance everyday life in Newcastle. Participants were specifically asked: "If you could change one thing to make Newcastle better, what would it be?"

This was a question which aimed to capture clear requirements for change, highlighting areas of necessary progress or investment to make a tangible difference to the city and its communities. Participants were presented with a list of nine options and asked to select what they felt was the most important. Alternatively, they could describe something different.

This section firstly considers the thoughts of adults, before presenting the thoughts of children and young people, and finally the themes which emerged from their requests.



“

Question:

If you could change one thing to make Newcastle better, what would it be?

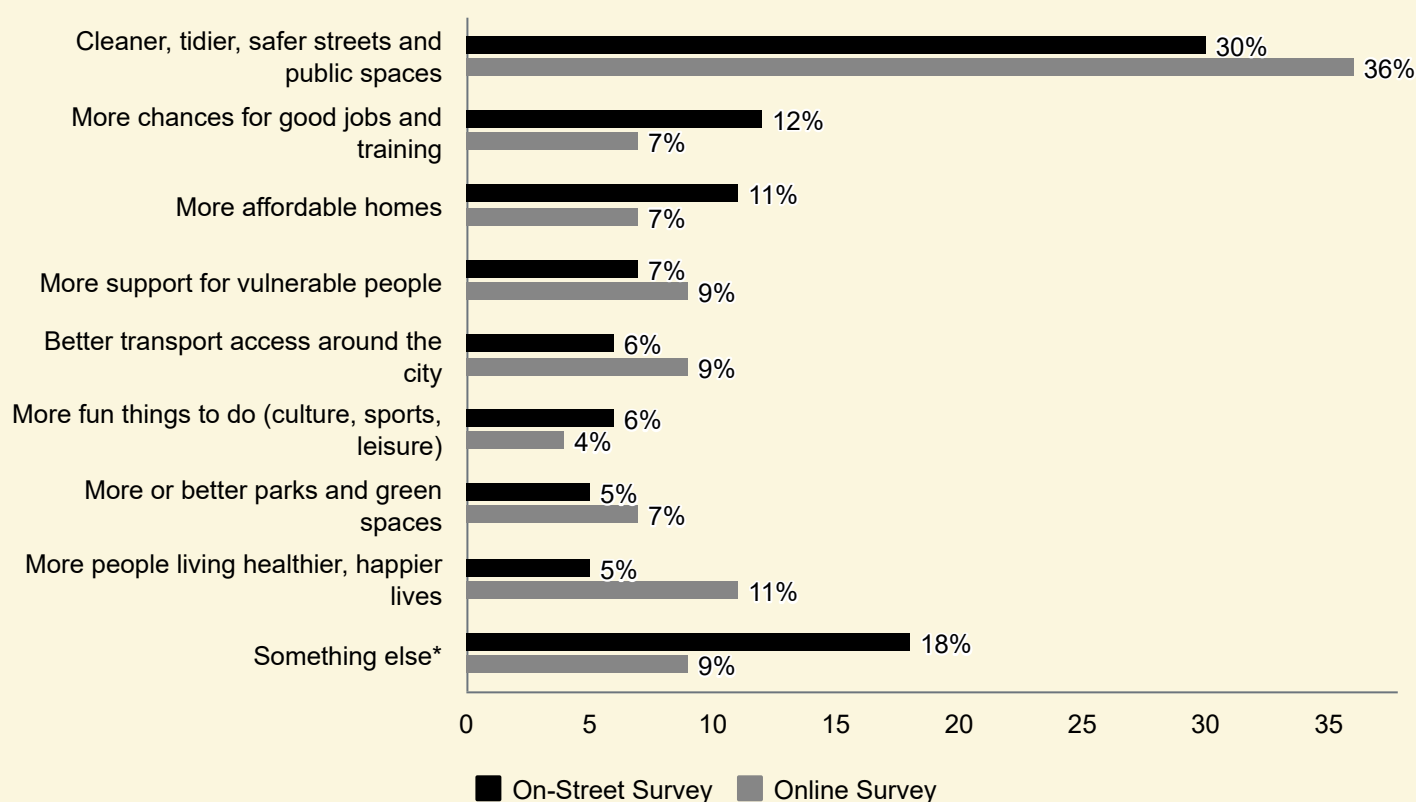
Improving the City

A clear emphasis on cleaner, safer public spaces

The engagement findings show that the most frequently identified single improvement for Newcastle is a clear need for cleaner, tidier, safer streets and public spaces. This request stood far ahead of all others in both the adult On-Street Survey and (even more so) the Online Survey.

Source: On-Street Survey, Online Survey

Changing One Thing...



* Most frequently including improvements to road, pavement and traffic (3%) and parking (2%).

n= 950 - 2,220

The demand to improve and clean the city's public spaces and ensure the safety of those using them was clear and consistent, strongly echoed across all engagement channels and by the vast majority of demographic groups.

Improving the City

How City Improvement Requests Vary Among Adults

Top Improvement Requests by Sex, Age and Ethnicity

Across all adult demographic groups, a perceived need to clean up and make public spaces safer and tidier was identified as THE top requirement for Newcastle.

This was frequently followed by a desire for more jobs and training opportunities (particularly among younger and minority ethnic participants) or for more affordable homes (with stronger appeal to the over 50's and White or White British participants).

Source: On-Street Survey

1		2	
Sex	Top Request		Second Request
Male	Cleaner, tidier, safer public spaces (28%)		More chances for jobs and training (13%)
Female	Cleaner, tidier, safer public spaces (33%)		More chances for jobs and training (11%)

n= 2,205

Age	Top Request	Second Request
16-29	Cleaner, tidier, safer public spaces (27%)	More chances for jobs and training (14%)
30-49	Cleaner, tidier, safer public spaces (29%)	More chances for jobs and training (14%)
50+	Cleaner, tidier, safer public spaces (33%)	More affordable homes (11%)

n= 2,206

Ethnicity	Top Request	Second Request
White or White British	Cleaner, tidier, safer public spaces (30%)	More affordable homes (11%)
Minority ethnicity	Cleaner, tidier, safer public spaces (29%)	More chances for jobs and training (19%)

n= 2,206

Improving the City

A stronger and louder message from the West of the city

It's also useful to see how the call for cleaner, safer streets varies across the city. The strongest request is found in the Inner West, where more than 1 in 3 (37%) would like improved cleanliness and safety. This is a higher proportion than evident in each of the other city areas, though note that the Outer West of the city records 34%.

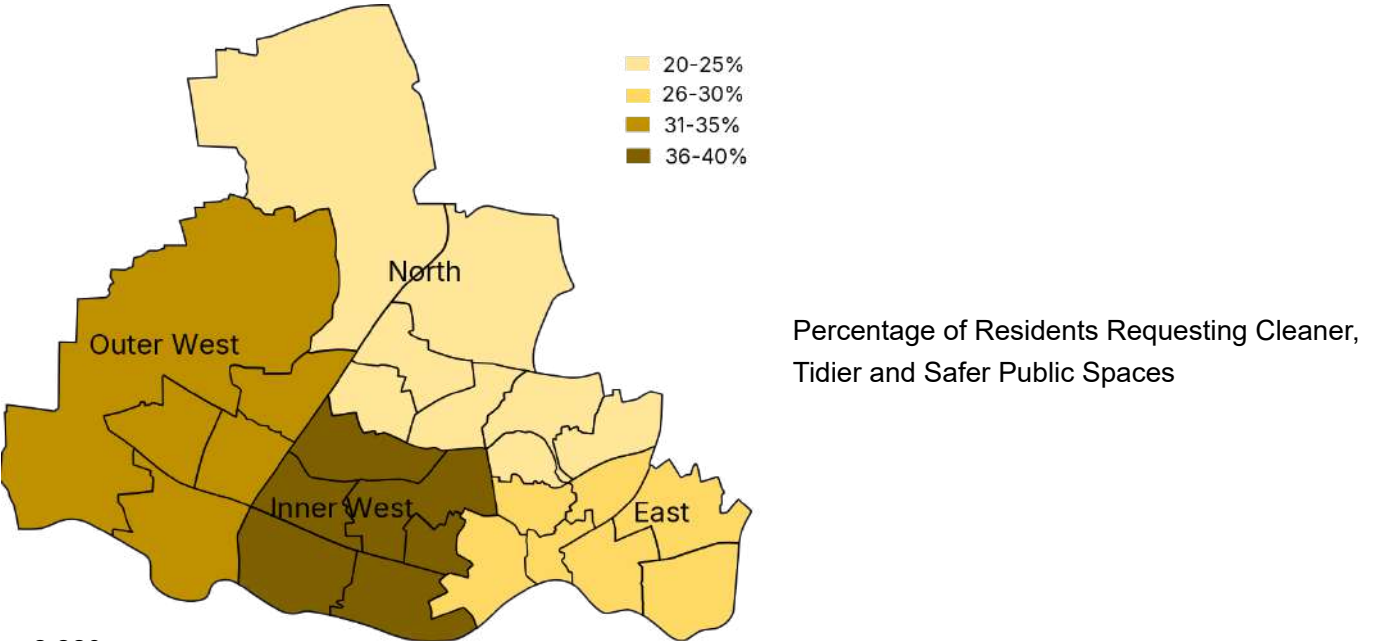
Top Improvement Requests by Residence

Source: On-Street Survey

1

2

Residence	Top Request	Second Request
OUTER WEST	Cleaner, tidier, safer public spaces (34%)	More affordable homes (13%)
INNER WEST	Cleaner, tidier, safer public spaces (37%)	More chances for jobs and training (13%)
NORTH	Cleaner, tidier, safer public spaces (23%)	More chances for jobs and training (14%)
EAST	Cleaner, tidier, safer public spaces (29%)	More chances for jobs and training (14%)
CITY VISITORS	Cleaner, tidier, safer public spaces (30%)	More affordable homes (12%)



Improving the City

What Matters Most to Children and Young People

Having established what matters to adults, it's useful to compare this with what matters most to Newcastle's younger community. Children and young people across the city ALSO want cleaner, tidier, safer streets and public spaces (22%). This sits ahead of increased recreation opportunities (18%) and, interestingly, and with more than a nod to their future, more affordable homes (14%).

Source: Children and Young People's Survey

1

Cleaner, tidier safer streets and public spaces (22%)

2

More fun and affordable things to do after school, at weekends and in holidays (18%)

3

More affordable homes (14%)

n= 5,280

This top suggestion gives a clear indication that children and young people in Newcastle place significant importance on environmental services. Notably, this mirrors the top suggestion expressed by adults, demonstrating a strong consensus across age groups about the importance of maintaining a clean, safe, and well-functioning local environment.

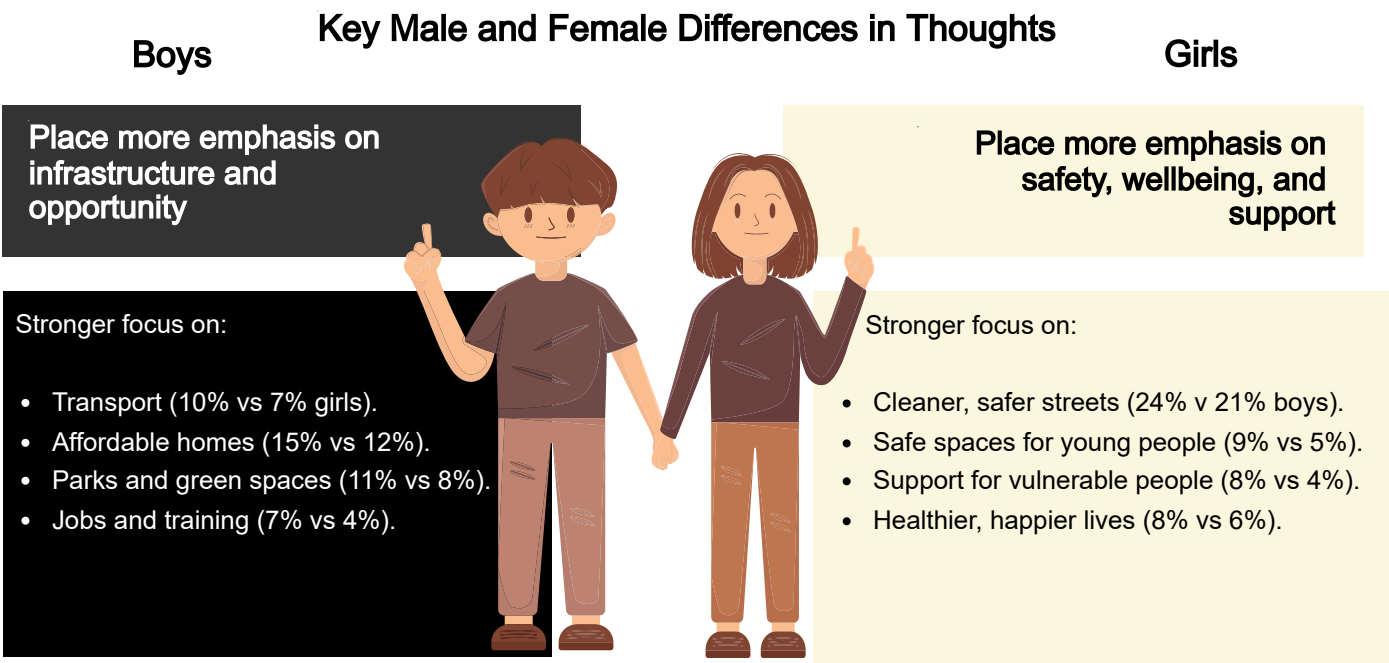
This alignment is particularly meaningful as it challenges any assumption that younger populations are primarily concerned with recreational or youth-specific services alone. While access to increased and affordable recreation activities is also highlighted as important, the emphasis on core environmental services demonstrates that children and young people are equally aware of, and affected by, the everyday conditions of their communities. Their thoughts likely reflect lived experience, with clean streets, safe lighting and well-maintained public spaces directly shaping how young people navigate and use their neighbourhoods, and ultimately impacting their sense of safety, mobility, and wellbeing.

Improving the City

How Children and Young People Differ in their Thoughts

Looking at how thoughts differ by sex reveals that among boys there is generally a stronger focus on practical improvements and future opportunities. This contrasts with a stronger focus on safety, community wellbeing and support systems for girls. Fun, affordable activities are an evenly high request.

Source: Children and Young People's Survey



n= 5,019

Age Summary: Top Suggestions for the City

As children get older, thoughts shift from play and environment to independence and future opportunities, while safety and things to do remain consistently important at every age.

Age	Top Suggestions
Under 11	Cleaner, tidier, safer streets (26%), More fun and affordable activities (17%), Parks and green spaces (13%)
11-13	Cleaner, tidier, safer streets (24%), More fun and affordable activities (18%), Affordable homes (15%)
14-16	Cleaner, tidier, safer streets (20%), More fun and affordable activities (19%), Affordable homes (14%)
17+	Cleaner, tidier, safer streets (24%), More fun and affordable activities (19%), Affordable homes (13%)

n= 5,243

Improving the City

Understanding the request for cleaner, safer, tidier streets

A number of insights from the Focus Groups illuminate nine key themes which drive requests for an improved public realm.

Source: Focus Groups

1

Visible litter, rubbish and fly-tipping

This was one of the clearest drivers, with references to litter, rubbish in back lanes, mattresses, fly-tipping, overflowing waste, dog fouling and the need for more bins. The issue is not just cleanliness, but the feeling that some areas are being neglected. People want cleaner streets; visible rubbish makes neighbourhoods feel uncared for and reduces pride.

2

Back lanes and residential streets feeling forgotten

There were strong references to back lanes being 'disgusting', side streets being neglected, and some areas outside the city centre not receiving the same attention. This creates a sense of unfairness between places. Residents feel the city centre receives more attention, while some neighbourhoods, particularly in the West End, Benwell and Fenham areas, feel overlooked.

3

Anti-social behaviour, crime and intimidation

Safety concerns were strongly linked to anti-social behaviour, low-level crime, shoplifting, groups of young people, drug use, begging, harassment and feeling unsafe in public places. There was also a perceived need for more visible policing, CCTV, community safety officers and improved enforcement. Cleaner streets alone are not enough; there is a call for public spaces to feel actively managed and safe.

4

Women's safety, particularly at night

Feedback from women and girls was particularly strong. Repeated themes spotlighted a need for safer streets at night, improved lighting, safer parks, safer public transport, safe spaces, zero tolerance of harassment, and more visible support. Safety is not experienced equally. Women and girls want streets, parks and transport routes where they can move around confidently at any time.

Improving the City

Understanding the request for cleaner, safer, tidier streets

Source: Focus Groups

5

Poor street lighting and lack of surveillance

A need for better street lighting, particularly in relation to parks, quieter areas, night-time safety and women's safety also emerged as key drivers. CCTV and visible monitoring are also suggested to improve confidence. People associate well-lit, visible and monitored spaces with safety and reassurance.

6

Decline in public spaces, parks and play areas

Parks, green spaces and play areas were often described as damaged, vandalised, unsafe, poorly maintained or lacking facilities. Some felt parks were not places they felt comfortable using alone. Public spaces need to be clean, well-maintained and actively used, otherwise they become associated with neglect or risk.

7

Roads, pavements and infrastructure maintenance

Potholes, pavements, roadworks, poor repairs, blocked pavements, speeding cars and unsafe parking emerged strongly. For disabled people, this connects directly to accessibility and safety. Tidier streets also means better-maintained roads, pavements and crossings, not just less litter.

8

Homelessness and rough sleeping

Homelessness was also a key issue; sometimes as something which causes people to feel unsafe, but also with clear empathy and calls for better support. People want homelessness addressed through help, housing and services, not just removal. Street safety is linked to visible vulnerability, and residents want compassionate but effective support.

9

A lack of activities for children and young people

There was a link between youth provision, bored young people, vandalism, anti-social behaviour and feeling unsafe. People talked of lost youth centres, a lack of free activities, damaged parks and the need for after-school and holiday provision. Cleaner, safer streets require a measure of prevention, particularly youth activities, safe spaces and community facilities.

Improving the City

Real Voices...

Source: Online Survey, Focus Groups and Children and Young People's Survey

“

- The centre of the city is clean enough, but it's not when you go further out.
- Better lighting in certain areas would make it feel safer at night.
- There is litter and graffiti, particularly around the West End. If this is dealt with then it will improve how people feel about the city.
- Litter-pick...show the young ones how to look after their community.
- Our street never gets cleaned anymore. If I could change something it would be that. We need clean places to live. The mess doesn't always come from the people who live there. I don't drop litter or fly tip, but I have to look at it every day.
- We need more bins. There's nowhere to get rid of dog poo, especially in areas where kids could play.
- Street cleaning should be brought to a much higher standard as a good first impression.
- Ensure every woman and girl in Newcastle can move through the city safely at any time of the day or night, with well-lit streets, reliable transport and zero tolerance for harassment and violence.
- We need clean, pothole-free streets and a Council that helps tenants live in well kept Council properties.
- There should be more help for people who need support...and good jobs with training.
- We try to build community but we don't have a kids' play park and there's nothing free to do in summer... nowhere for the kids to play.
- Make things more affordable.
- We need cleaner streets, police present on the ground and homing of the homeless.

”

What Matters Most: Key Services



What Matters Most: Key Services

To further understand the considerations of Newcastle's residents and visitors, participants were also asked to consider the wide range of services delivered by Newcastle City Council and to indicate the relative importance of each. These services spanned many aspects of daily life, from maintaining clean and safe neighbourhoods, to supporting education, wellbeing and local infrastructure.

This question was designed to capture not only what people valued most, but also to provide insight into how they may experience and interact with their local area. Adult participants were asked to score ten services using a scale of 1-5, with 5 representing optimum importance. Children and young people were asked to identify which THREE services mattered to them most, from a list of eleven.

This section presents the views of adults in relation to service importance, followed by the views of children and young people. By exploring their views, findings highlight Newcastle City Council delivered services with the greatest impact on their day-to-day lives, as well as those that contribute to their sense of safety, wellbeing and opportunity.



“

Question:

Newcastle City Council provides hundreds of services every day for residents, businesses and visitors. Using a scale where 1 is not at all important and 5 is very important, how important are the following services to you?

What Matters Most: Key Services

The engagement findings show that adult residents and visitors attach high levels of importance to each of the services provided by Newcastle City Council, with all average scores exceeding 4 on a 5-point maximum scoring scale.

Services regarded as most important relate to protecting people's health, wellbeing and safety (4.75), followed closely by care for older people and vulnerable adults (4.73) and support for children, young people and families, including education (4.72). This indicates a clear focus placed on services that safeguard and support individuals, particularly those who are most vulnerable. It also highlights that comparatively, the importance of **people** outranks the importance of **places**.

Core environmental and infrastructure services are also highly valued, including rubbish and recycling collection (4.68) and the maintenance of roads, pavements and street lighting (4.63), reflecting their visible and immediate impact on residents' daily lives. Economic and community-focused services, such as supporting local businesses (4.59) are also regarded as important. While slightly lower in comparison, maintaining parks and green spaces (4.53), housing advice and support (4.48), cultural services such as libraries and museums (4.31), and planning and development management (4.00) are still clearly regarded as important.

MOST IMPORTANT SERVICES

Source: On-Street Survey

4.75

Protect people, health, wellbeing and safety

4.73

Care for older people and vulnerable adults

4.72

Support for children, young people and families, including education

IMPORTANT SERVICES

4.68

Collect rubbish and recycling to keep streets clean and safe

4.63

Look after roads, pavements and street lighting so people can get around

4.59

Help local businesses grow and create jobs

MARGINALLY LESS IMPORTANT SERVICES

4.53

Care for parks, play areas and green spaces for leisure and wellbeing

4.48

Give housing advice and support for people who need it

4.31

Provide libraries, museums and events for learning and enjoyment

4.00

Manage building and planning rules for new developments

n= 2,189 - 2,193

What Matters Most: Key Services

How Perceived Service Importance Varies by Age

Source: On-Street Survey

Across all adult age groups, protecting health, wellbeing and safety stands as one of the highest-rated areas of importance, again underlining a shared recognition of its value.

Younger adult age groups tend to place relatively greater importance on services such as support for children, young people and families, in addition to leisure and cultural amenities, including parks, libraries and events.

Middle-aged participants (30-49) typically fall between these groups, with drivers broadly reflecting a balance between family-related services, economic support, and core infrastructure.

In contrast, older age groups, particularly those aged 55 and over, tend to assign higher importance scores overall, with especially strong emphasis on services related to health, wellbeing, and care for older and vulnerable people. This may reflect perceptions of increasing relevance of these services to older residents.

How Perceived Service Importance Varies Across the City

Geographically, findings show broadly consistent patterns, with all services clearly regarded as important. Across all four geographical areas, services relating to health, wellbeing and social care are again regarded as most important, reinforcing a shared view citywide of the importance of these core functions.

It's worth noting:

- Residents in the **Outer West** tend to assign the highest importance scores across most services, particularly in relation to supporting local businesses, maintaining infrastructure, and core environmental services. This suggests a slightly stronger focus on both economic and day-to-day services in this area.
- In contrast, **visitors** consistently report lower importance scores across all service areas, indicating these services are perceived as less directly relevant to their needs.
- Scores for the **East, North, and Inner West** are closely aligned with each other and with the overall averages, showing relatively little variation between these resident groups.

Overall, while there are some differences in perceived service importance by both geography and age, the results demonstrate a strong and consistent valuation of Newcastle City Council services across the population.

What Matters Most: Key Services

Environmental Services Assume Greater Importance Online

Source: Online Survey

Interestingly, Online Survey participants tended to place a greater emphasis on the importance of environmental services. The collection of rubbish and recycling to keep streets clean and safe, together with the maintenance of roads, pavements and street lighting, moved from a second-tier level of importance in the On-Street Survey, to a top tier level online.

Similarly, care for parks, play areas and green spaces for leisure was also a service seen as more important by online participants.

Online surveys are often completed in a home setting, where people directly experience services such as waste collection, street lighting, or access to green spaces. This setting can make people more reflective and individually focused, meaning **day-to-day, practical services** such as rubbish collection, roads, and lighting feel more immediately important. This context can thus **prime environmental and local service concerns**.

Children and Young People Request a Well-Maintained Environment and a Strong Support System

Source: Children and Young People's Survey

Children and young people in Newcastle identified a mix of **practical, safety-related, and wellbeing-focused services** as most important to them, with a strong emphasis on their everyday environment. Rather than scoring services, children and young people were asked: "Which three services matter most to you?".

Their **top request** (aligned to that yielded by the Online Survey) was the collection of rubbish and recycling to keep streets clean and safe, highlighted by the largest proportion of participants (43% requesting). This was closely followed by **support for children, young people and families, including education** (39%) and **protecting people's health, wellbeing and safety** (35%), indicating that both personal development and feeling safe are central concerns to children and young people.

Safety also emerged as a key theme, with a high level of importance placed on **creating safer spaces for young people** in parks, youth centres and the city centre (34%).

These responses show that what matters most to children and young people in Newcastle is a **clean, safe, and well-maintained environment**, alongside **strong support systems for their wellbeing, safety, and future opportunities**. Their requirements show a clear focus on both **immediate lived experience** (clean streets, safe spaces) and **longer-term support** (education and wellbeing).

Improving Local Neighbourhoods



Improving Local Neighbourhoods

Building on the raft of ideas of how Newcastle could be improved, the conversation then turned to the role individuals can play in shaping their local areas.

While the previous question focused on changes at a city level, this question encouraged participants to reflect on their own actions and contributions within their neighbourhoods.

Participants were specifically asked: "Thinking about you, what could you do more of to improve your local neighbourhood?"

This aimed to capture insights relating to opportunities for community involvement, personal responsibility, and collective action, whether through supporting local businesses, strengthening connections with neighbours, participating in events, or advocating for issues that matter locally.

In this section we again present the views of adults, followed by the views of children and young people, and finally the themes which underpin potential participation and non-participation.



“

Question:

Thinking about you, what could you do more of to improve your local neighbourhood?

Improving Local Neighbourhoods

The Thoughts of Adults

Source: On-Street Survey

The engagement findings show that personal contributions to local neighbourhood improvement strongly centre on community engagement, particularly through participation in local events and building stronger relationships with neighbours. Almost a quarter of adults (23%) identified these as key ways they could contribute to improving their local area. This top suggestion was also reflected in the Online Survey.

Other commonly suggested actions include supporting local businesses (14%) and helping to keep streets clean and tidy (12%). Volunteering and offering support to others was also highlighted (8%). Together, these represent the most frequently identified approaches to improving local neighbourhoods, consistently evident across demographics.

Improving Neighbourhoods: Top 4 Suggestions by Adults



n= 2,197

However, eclipsing each of the categories shown above was the view that both the ability and responsibility to improve local neighbourhoods lies with others, typically Newcastle City Council. This was a view held by almost 40% of participants.

Improving Local Neighbourhoods

How Feeling Able and Willing to Improve Local Neighbourhoods Varies

Source: On-Street Survey, Children and Young People's Survey

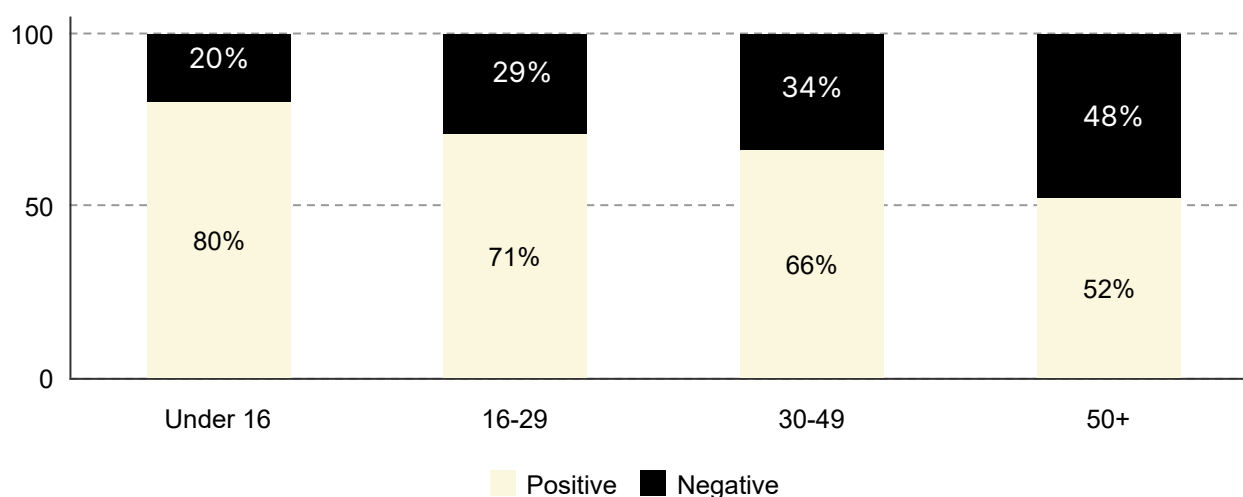
On average, 62% of adults and 81% of children and young people feel able to positively improve their local neighbourhood in some way. Before taking a look at why people are less likely to feel that they can personally improve things in their local neighbourhood, it's useful to identify which groups feel most and least likely to be able to affect improvement.

Younger People are More Positive, Older People are Less So

There is a clear distinction in the views of people according to their age. Generally, the younger the person, the higher the likelihood of them feeling that they can personally contribute to improving their local neighbourhood. This positivity peaks among the under 16's (80%) and is particularly high among those aged 14-16 and girls. In contrast, it's notably lower among those aged 50+ (52%).

Older people are less positive in their responses, often due to framing neighbourhood issues as being systemic and outside their personal control. This leads to a lower perceived ability to contribute individually, often expressed as "there's nothing I can do" or by deflecting responsibility to authorities.

Ability to Improve Local Neighbourhoods - by Age



Students are Most Positive

If we look also at employment status, it's evident that students feel most willing and able to improve their local neighbourhoods. Almost three-quarters of students (73%) highlight ways in which they can affect positive change. This is a finding which sits alongside younger persons' willingness overall.

Improving Local Neighbourhoods

How Feeling Able and Willing to Improve Local Neighbourhoods Varies

People of a Minority Ethnicity are Most Positive

Source: On-Street Survey

If we look also at ethnicity, it's evident that adults who are of a minority ethnicity feel most willing and able to improve their local neighbourhoods. Over 70% highlight ways in which they can affect positive change.

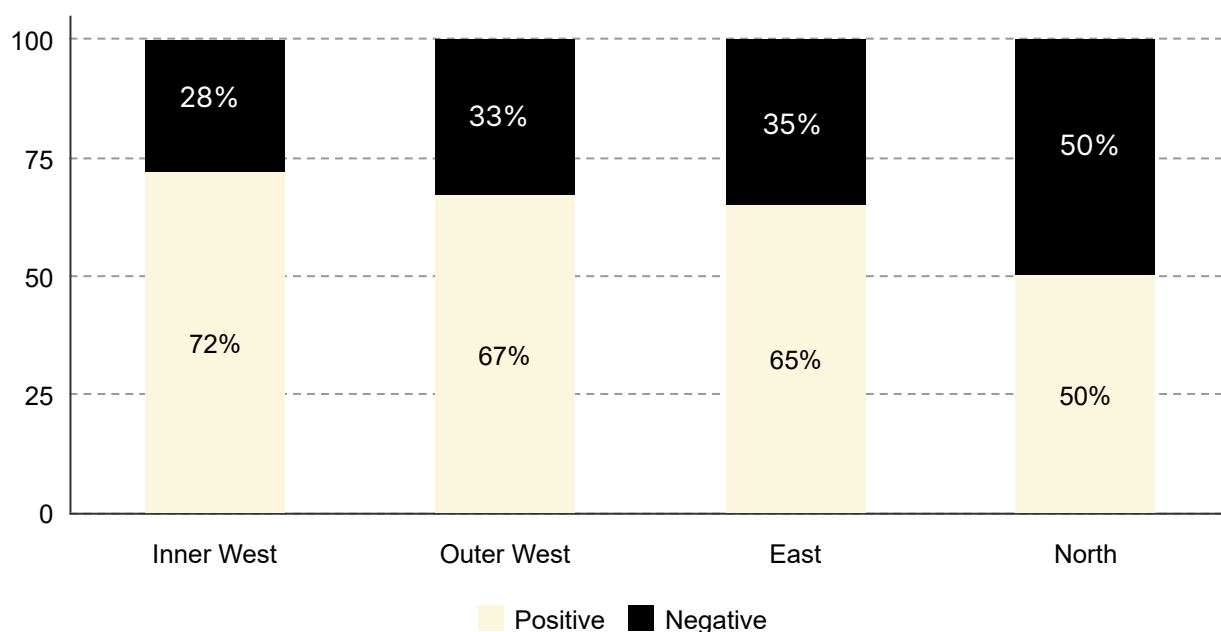
Adults in the Inner West Are Most Positive

Adults living in the **Inner West of the city** are noticeably more positive about their ability to improve their local neighbourhood than those in other areas. Over 70% of Inner West residents feel that they can improve their local neighbourhood, representing the peak of the four city areas. This compares to slightly lower levels of positivity in the **Outer West (67%)** and the **East (65%)**, where views are still broadly positive but with a more visible minority expressing negativity.

The contrast is most pronounced in the **North**, where sentiment is evenly split. Just **50%** feel they can play a positive role, while the other half express more negative or less empowered views.

Source: On-Street Survey

Ability to Improve Local Neighbourhoods - by Adult Residence



Improving Local Neighbourhoods

The Thoughts of Children and Young People

Children and young people feel they can make a meaningful difference in their local neighbourhood primarily by supporting others, together with taking care of their environment. Many emphasise the importance of volunteering and helping vulnerable or elderly people, seeing this as the most impactful way to contribute. Others highlight practical actions like keeping streets clean and reporting issues to improve the area's appearance. However, note again (as with adults) the belief by some that this is a third-party responsibility, with around 1 in 5 young people feeling the onus lies on others. Note also some ambiguity across responses, where it was unclear whether brief comments such as "clean the streets" referred to a personal willingness to do so, or a direction to others.

Improving Neighbourhoods: Top 3 Suggestions by Children and Young People

Source: Children and Young People's Survey

44%

Volunteering and helping others

Volunteering, helping elderly and vulnerable people and charity and community support.

20%

Improving cleanliness and environmental upkeep

Keeping streets clean, picking litter, helping with general maintenance and reporting environmental issues.

9%

Strengthening community engagement

Getting involved in local events, building relationships with neighbours and being more socially active locally (for example at youth clubs).

n= 4,400

19% held the view that both the ability and responsibility to improve local neighbourhoods lies with others, typically Newcastle City Council. This is a view less commonly expressed than among adults (almost 40%) but which is still evident.



Improving Local Neighbourhoods

Exploring Perceptions of Statutory Responsibility or Personal Willingness and Ability

Source: On-Street Survey and Focus Groups

Strong expectations of public services

Some adult residents clearly view neighbourhood improvement as being closely linked to the role of Newcastle City Council and other statutory providers. Responses highlight the importance placed on reliable, visible and effective service delivery, particularly in areas such as cleanliness, maintenance and safety. This reflects high expectations of public services as key drivers of local quality of life.

Neighbourhood challenges seen as system-level issues

Many of the issues identified, including environmental upkeep, infrastructure and enforcement, are perceived as requiring coordinated, large-scale responses. This suggests that some residents view these challenges as beyond the scope of individual action. Instead, requiring structured intervention from organisations with the appropriate resources and authority.

or

A willingness to take an active role

In contrast, others express a willingness to play a more active role in their communities, taking a social and behavioural role, particularly through connecting with neighbours, taking part in local activities, and offering time to support others, including vulnerable groups. Improvement is seen as essentially being about connection, care and participation.

A willingness to make a practical contribution

There is also an appetite expressed by some to contribute to the local area in practical ways, including supporting local businesses and helping to maintain a clean and well-kept environment. Change is often seen as collective, small-scale and people led.

Improving Local Neighbourhoods

10 Possible Barriers to Neighbourhood Improvement

It's also important to define what are felt as possible barriers to local involvement in neighbourhood improvement. Highlighted by some participants during the engagement, the identified themes often point to a willingness to act, but with constraints of the aforementioned public services expectation, together with issues of awareness, opportunity, safety and coordination.

Source: All Engagement Sources



Improving Local Neighbourhoods

Real Voices...

Source: Focus Groups and Children and Young People's Survey

“

- We need to talk to people more and build local connections.
- People need to take pride in where they live.
- There should be better advertising for local events.
- Buying local would improve things but it's not always that easy due to transport and convenience.
- We need to rebuild community spirit.
- I could attempt to sign up for the Youth Council to represent Newcastle, or talk to leaders in my community to get my voice across.
- I could take more pride in the area around my home in the hope of inspiring others to.
- People could explore local volunteering opportunities.
- Support local businesses... they may not survive the cost of living crisis.
- Create a neighbourhood club where you can get together and play games.
- Give children a vote in their lives.
- I think it would be nice if people in a neighbourhood connected with each other more.
- I could go to the shops for my elderly neighbours.
- Cultivate a strong sense of community and help people to volunteer.
- We can put all our ideas forward, but it has to work both ways...we then have to show up and commit to each other and take on board that if the Council does something, we should show up in partnership... getting together for what's right as a community.

”

Sharing Engagement Outcomes



Sharing Engagement Outcomes

Finally, a question was asked of a number of Focus Group participants to understand how residents and visitors expect Newcastle City Council to both act on the insights gathered through Newcastle's Big Conversation, and to communicate progress. This question: "In your view, how should Newcastle Council keep residents informed of the actions we have taken as a result of these conversations?" reflected the recognition that effective engagement is not only about listening, but also about demonstrating how feedback is used to shape decisions and influence change.

The aim was to explore expectations around transparency, accountability and communication, and to identify how Newcastle City Council can build trust by clearly evidencing the impact of the Big Conversation input. It also sought to understand preferences for how information should be shared, ensuring that updates are accessible, timely and relevant to different communities.

This information, presented over the following pages, helps to support a more open, responsive and collaborative relationship with communities across the city.



“

Question:

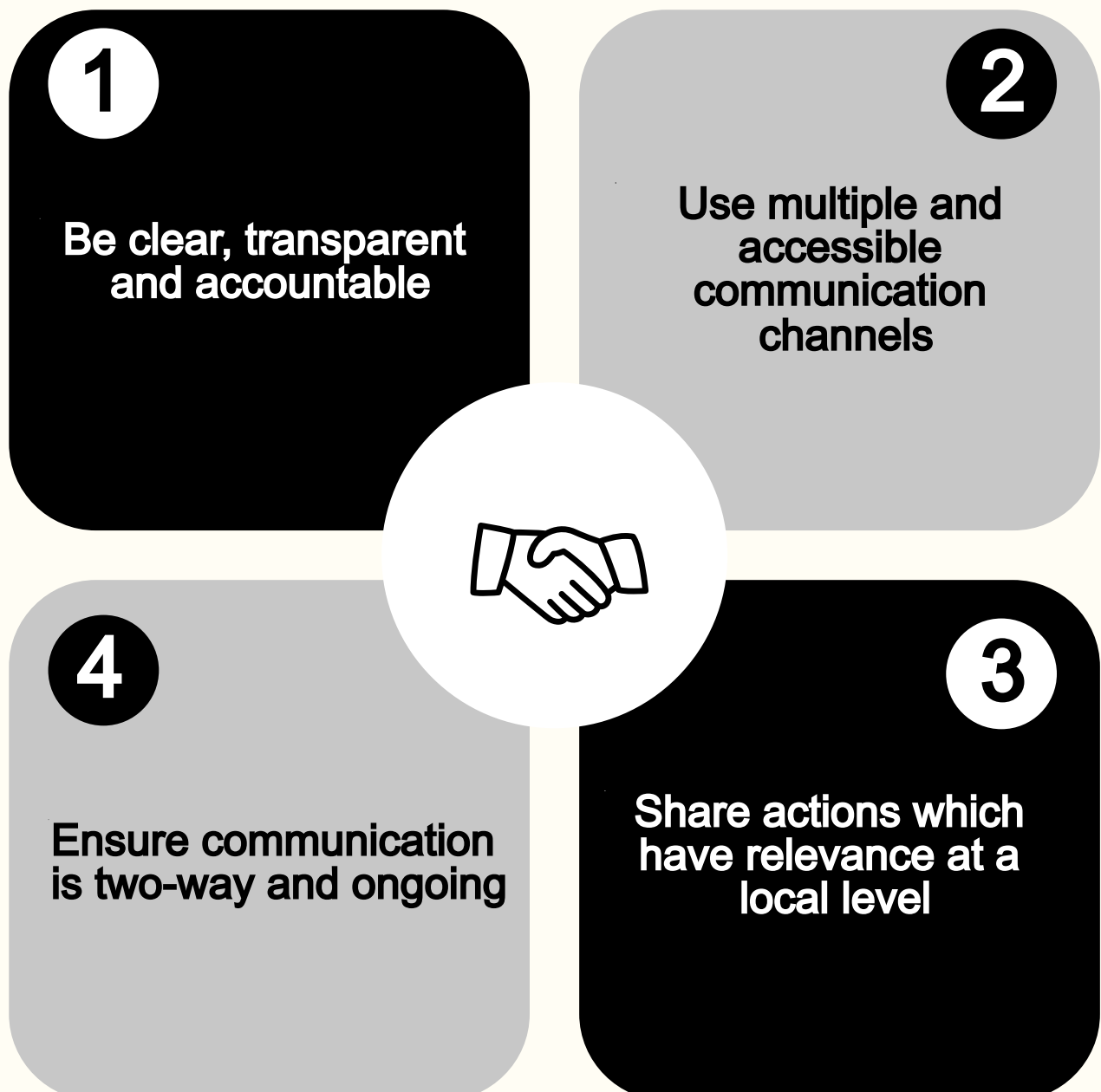
In your view, how should Newcastle Council keep residents informed of the actions we have taken as a result of these conversations?

Sharing Engagement Outcomes

Four clear guiding principles emerged from the Focus Groups as being key to how Newcastle City Council should provide feedback to stakeholders following the Big Conversation. These are outlined below and explored in more detail on the following page.

The Four Principles of Big Conversation Feedback

Source: Focus Groups



Sharing Engagement Outcomes

Behind the Four Principles of Big Conversation Feedback

Source: Focus Groups

1

**Be clear,
transparent and
accountable**

Close the loop: show that input led to real action

- Be accountable for change and delivery.
- Communicate what was heard vs. what is being done.
- Report on feedback and outcomes, not just intentions.
- Clearly detail what has changed as a result of Newcastle's Big Conversation.

2

**Use multiple and
accessible
communication
channels**

Provide feedback which is highly visible, accesible and where people already are

- Ensure that information is easy to access and is widely distributed in public spaces, transport hubs, taxis and community hotspots.
- Use simple, accessible formats in various languages.
- Make messages concise and clear using plain language and avoiding jargon.
- Utilise local groups and community networks, meetings, events, printed bulletins and in-person communication, together with digital and audio platforms and social media.

3

**Share actions which
have relevance at a
local level**

Use local, relatable communication, not just citywide messaging

- Ensure messaging feels relevant at a neighbourhood level, avoiding anything vague or generic.
- Disseminate findings through local groups.
- Tailor communication to specific communities.
- Use trusted community networks to demonstrate that findings are being taken seriously and are shaping decisions locally.

4

**Ensure
communication is
two-way and
ongoing**

Continue the process: don't end the conversation

- Ensure that Newcastle's Big Conversation is continuous, rather than a 'one-off'.
- Provide regular updates on progress.
- Offer opportunities for follow-up discussions.
- Maintain relationships with stakeholders.
- Listen and engage as an ongoing process.

Appendices



Appendices

1: Engagement Methodology

Newcastle's Big Conversation ran from mid-January to mid-April 2026. Soft launched by Newcastle City Council during the week of 19 January 2026, all councillors, key partners and stakeholders were emailed to inform them of the purpose of the engagement and its approach, and to request their support and active encouragement of participation via web links and a QR code to use in channels such as ward newsletters and social media. The Big Conversation was formally launched on Monday 26 January 2026 via a press release and social media campaign. Publicity continued throughout the engagement period utilising sources which included messaging via the parking pay and display app, posters and the City Council website. Both quantitative and qualitative methods were employed via three principal engagement channels to capture the richest vein of data.

The Three Principal Engagement Approaches

1. An On-Street, Face-to-Face Survey

On-street, face-to-face fieldwork was undertaken across all 26 wards of the city. Researchers employed by a locally based, independent market research company engaged participants in natural and familiar settings, including neighbourhoods and streets where they live. Quota sampling was used to ensure a proportionate spread of conversations and responses across the city by geography and demographic characteristics. Researchers employed a range of approaches to encourage participation, including door-to-door engagement and On-Street interviews undertaken on different days and at varying times. The same questions used in the Online Survey (see below) were deployed, supported by prompts where appropriate, ensuring consistency across responses and enabling robust collation and analysis of data.

2. An Online Survey for Adults and Children and Young People

A dedicated Online Survey was additionally developed to gather insight and quantifiable data from as broad a population as possible. Hosted on a dedicated page on the Newcastle City Council website with unique branding for Newcastle's Big Conversation, participation was encouraged through extensive communications activity. Survey links and QR codes featured across campaign materials and were promoted by Council services, partners and stakeholders through their own networks. To maximise accessibility and participation, hard copy surveys were also made available in public spaces including libraries and community hubs, with a reply-paid postal option for returns. A telephone number was provided to enable requests for alternative formats. Recognising the importance of hearing from younger people, this survey was adapted to be more accessible and relevant for children and young people. The tailored version was promoted by the City Council's Voice and Influence Team through schools, partner organisations and youth networks. One of the most successful channels for engaging younger participants was the Youth Council elections, where an abridged version of the survey featured on the reverse of ballot papers. Additional promotion took place through events and activities including 'Net Zero Hero'. Together, these approaches ensured the views of both adults and younger people were captured, broadening participation across different age groups and communities.

1: Engagement Methodology

3. Focus Groups and Conversations

A programme of 34 Focus Groups involving residents, organisations and community groups, as well as at events such as International Women's Day, also took place. Using the City Council's extensive stakeholder networks, Focus Groups were organised in partnership with a wide range of organisations representing diverse communities and demographics. Engagement methods were agreed jointly with partners to ensure participants felt comfortable and supported in contributing. Stakeholders were also equipped with tools and resources to facilitate discussions within their own groups and networks, enabling engagement to build on trusted relationships. Where required, additional facilitation support was provided.

Alongside efforts to hear voices from all walks of life, attention was paid to ensuring geographic representation across the city. Participants were also recruited through on-street engagement activity, bringing together people from different backgrounds who may not otherwise have shared experiences or perspectives.

The City Council additionally encouraged participation among colleagues through the Chief Executive's weekly newsletter, director cascades and existing staff networks. 37 group conversations with City Council staff provided deeper insight into the experiences, perspectives and reasons underpinning people's views.

Supporting Engagement and Promotional Activity

Alongside the three principal engagement approaches, additional activities helped raise awareness, encourage participation and extend the reach of Newcastle's Big Conversation.

These included:

Social Media Posts

A programme of social media content was delivered across platforms including Facebook, Instagram and LinkedIn to encourage participation and direct people to engagement opportunities.

On-Street Videos

A series of short videos featuring members of the public were recorded in the city centre to support awareness and promote engagement with the conversation.



2: Engagement Notes

In considering the quality and reliability of the data collected, there are a number of salient points to bear in mind.

Firstly, the online elements of Newcastle's Big Conversation were self-selecting, and as such, the data should be regarded as a snap-shot of possible or indicative opinion, compared with the robust, systematically sampled data-set yielded by the On-Street Survey. This self-selection may have resulted in a bias of participation by those with particular views or concerns, skewing the representativeness of participants in the context of the wider community.

Secondly, it's also important to note that individual contributors were able to make multiple contributions, with an individual's views potentially being expressed more than once during the engagement period. When interpreting the online findings within this report, they should therefore be regarded as an indicative, rather than a robustly representative, snap-shot of opinion.

Postcodes were collected only at district level, with participants asked only for the first four digits of a postcode. This meant that some assumptions were needed in assigning a relevant ward, area or postcode district to the data. In the On-Street Survey, a person's ward was collected alongside their postcode, making area-based analysis possible. (Ward analysis was not possible due to most wards not reaching the threshold to ensure statistical confidence in the findings at this level) In relation to the Online Survey and the Children and Young People's Survey data, only postcode district analysis was undertaken, due to the presence of many ambiguities in the data.



Speak up. Shape Newcastle.

Newcastle's Big Conversation

3: Respondent Profiles

On-Street Survey: 2,221 participants

On-Street Survey: Sex



Male: 49%



Female: 51%



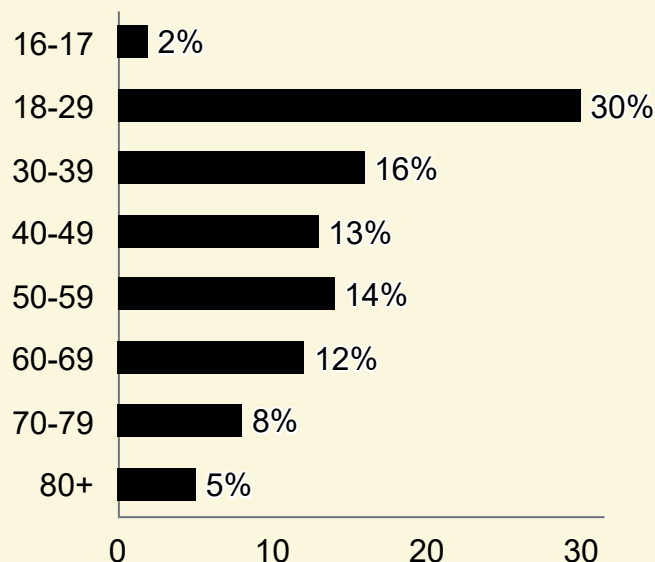
Prefer to self-describe or not specify: <1%

On-Street Survey: Gender

<1% said that their gender was now not the same as they were assigned at birth.

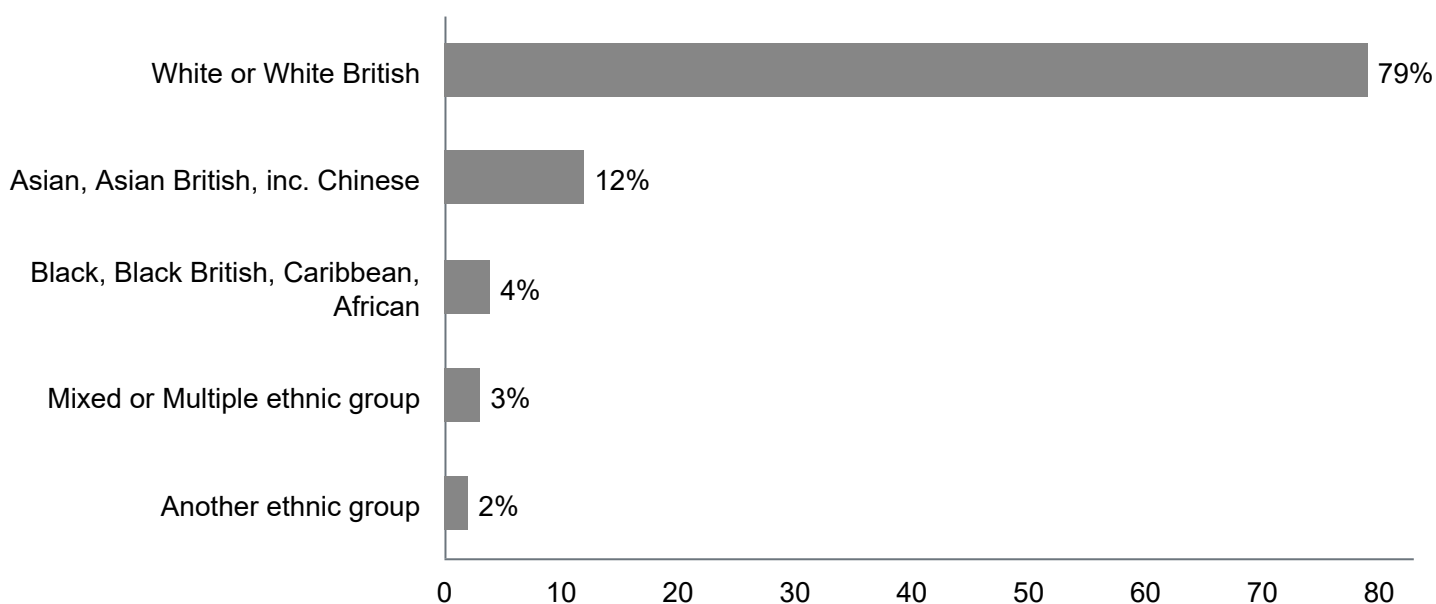
n= 2,205

On-Street Survey: Age



n= 2,206

On-Street Survey: Ethnicity

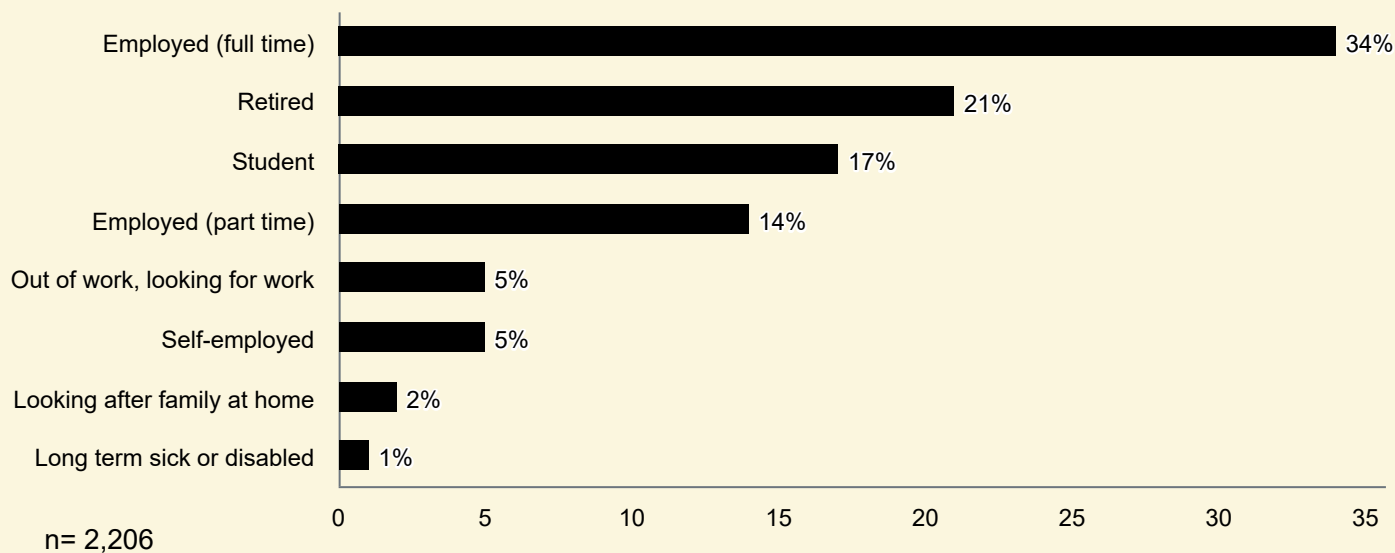


n= 2,206

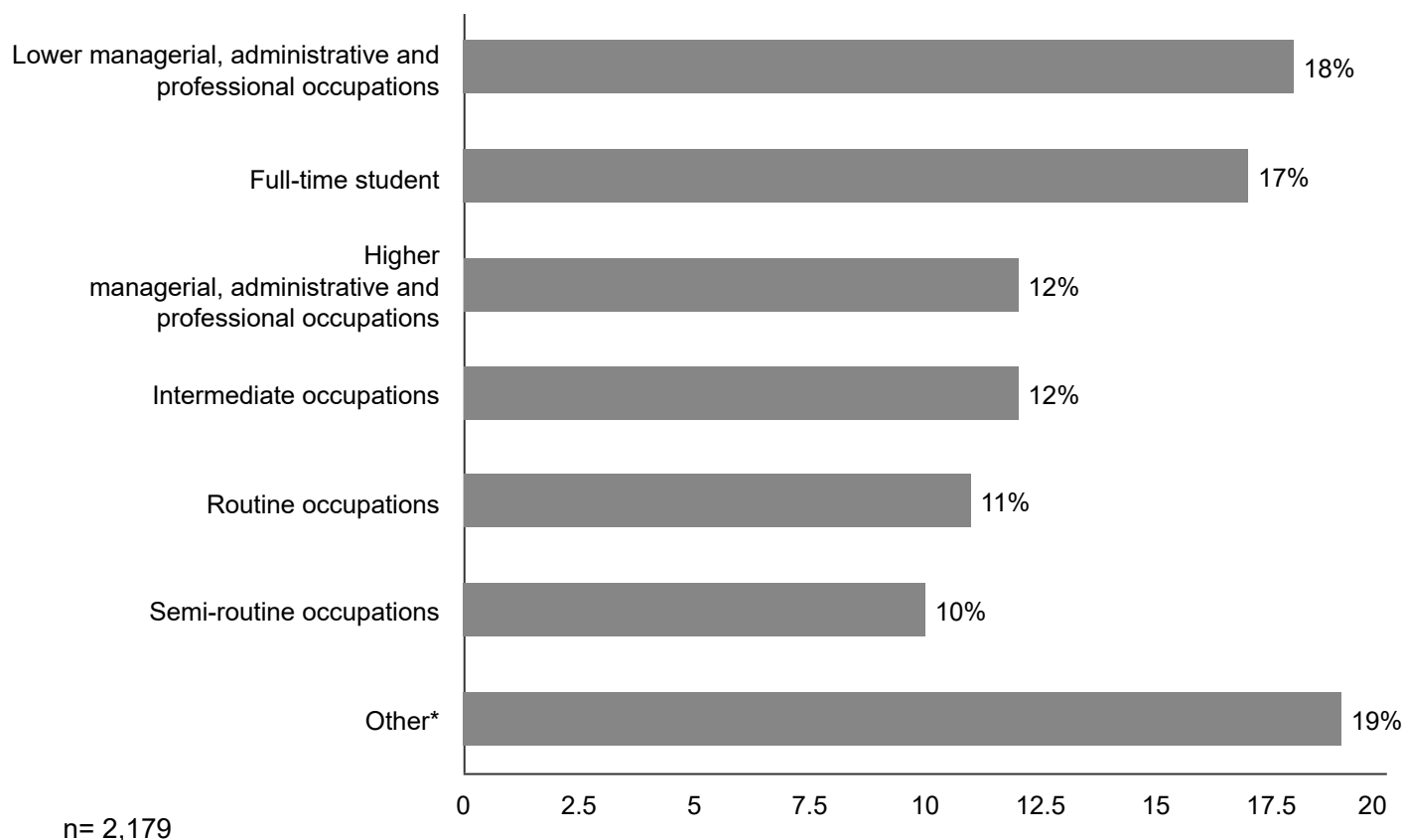
3: Respondent Profiles

On-Street Survey: 2,221 participants

On-Street Survey: Employment Status



On-Street Survey: UK Socio-Economic Classification



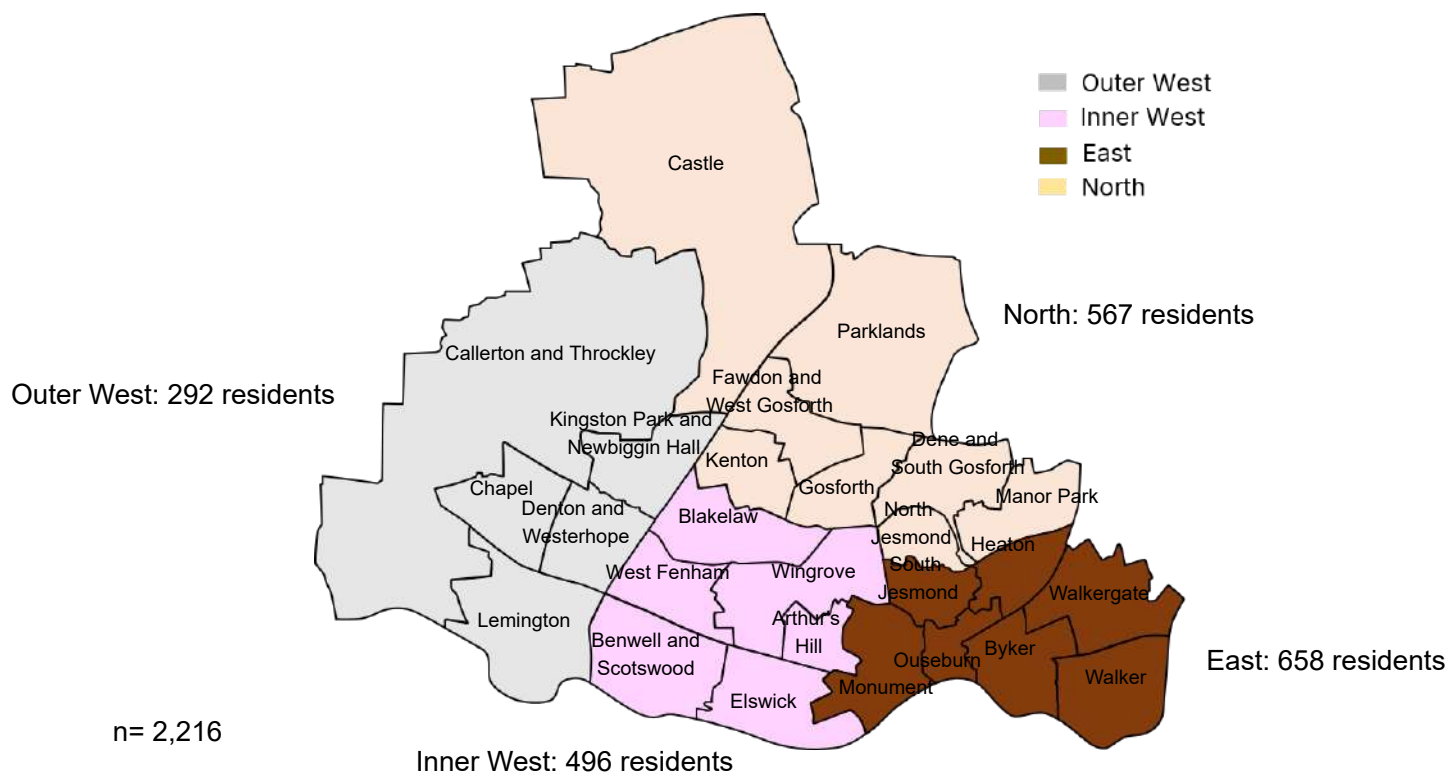
*including those who had never worked or who were long-term unemployed, small employers, own account workers and lower supervisory and technical occupations.

3: Respondent Profiles

On-Street Survey: 2,221 participants

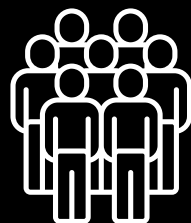
On-Street Survey: Geographical Coverage

Responses from a minimum of 50 participants from each of the 26 wards of the city were secured, with over 2,000 people interviewed across Newcastle.



A further 200+ visitors to the city were also interviewed.

On-Street Survey: Relationship to the City



Live in the city: 2,013



Work in the city: 809



Study in the city: 367



Visit the city: 203

Number of participants shown. (More than one relationship to the city was often specified).

n = 2,188

3: Respondent Profiles

Online Survey: 967 participants

Online Survey: Sex



Male: 38%



Female: 58%



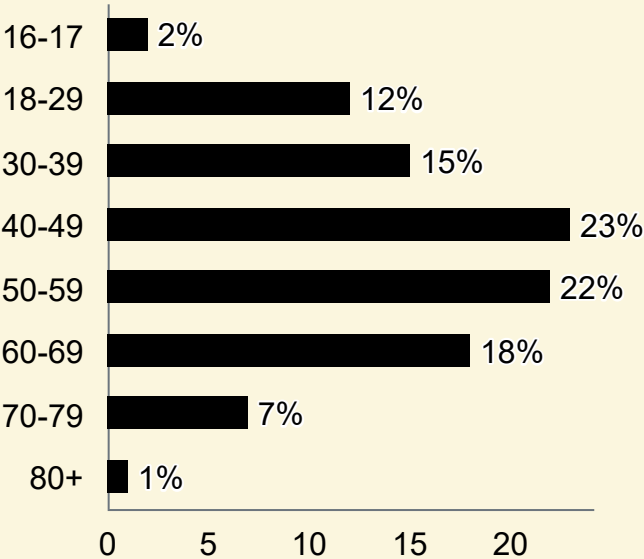
Prefer to self-describe or not specify: 4%

Online Survey: Gender

1% said that their gender was now not the same as they were assigned at birth.

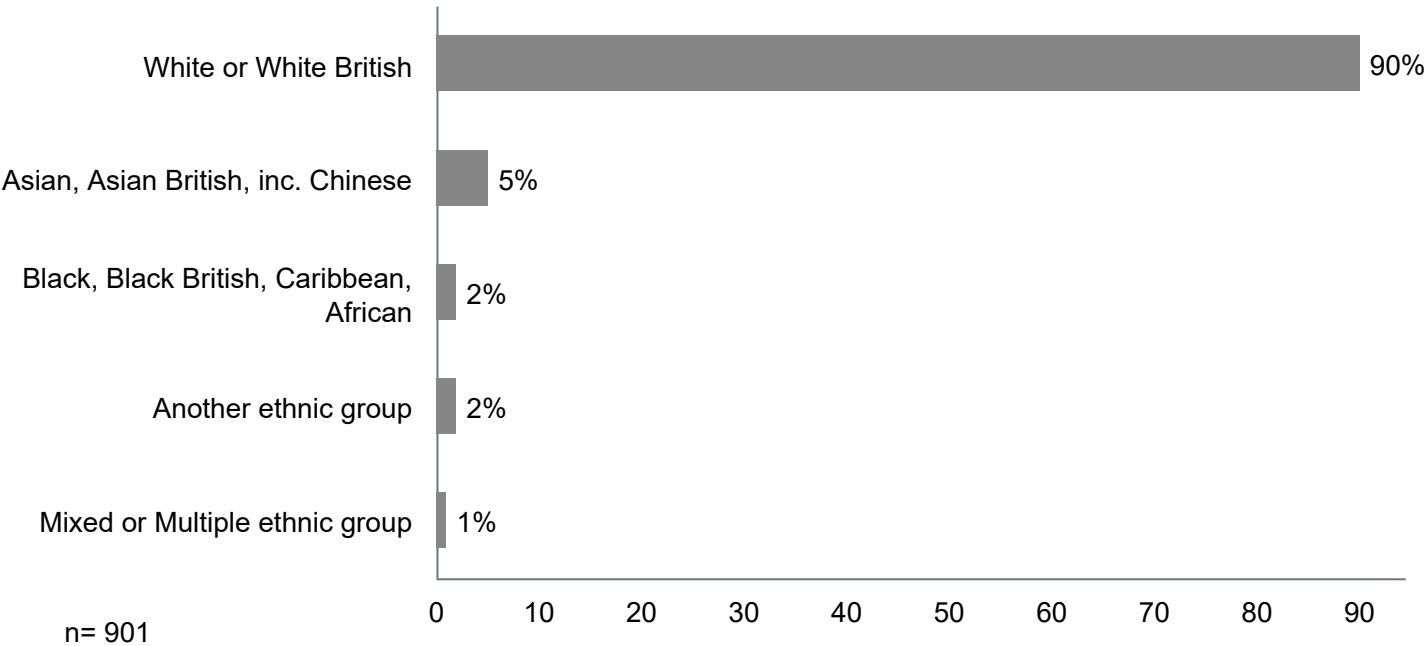
n= 939

Online Survey: Age



n= 941

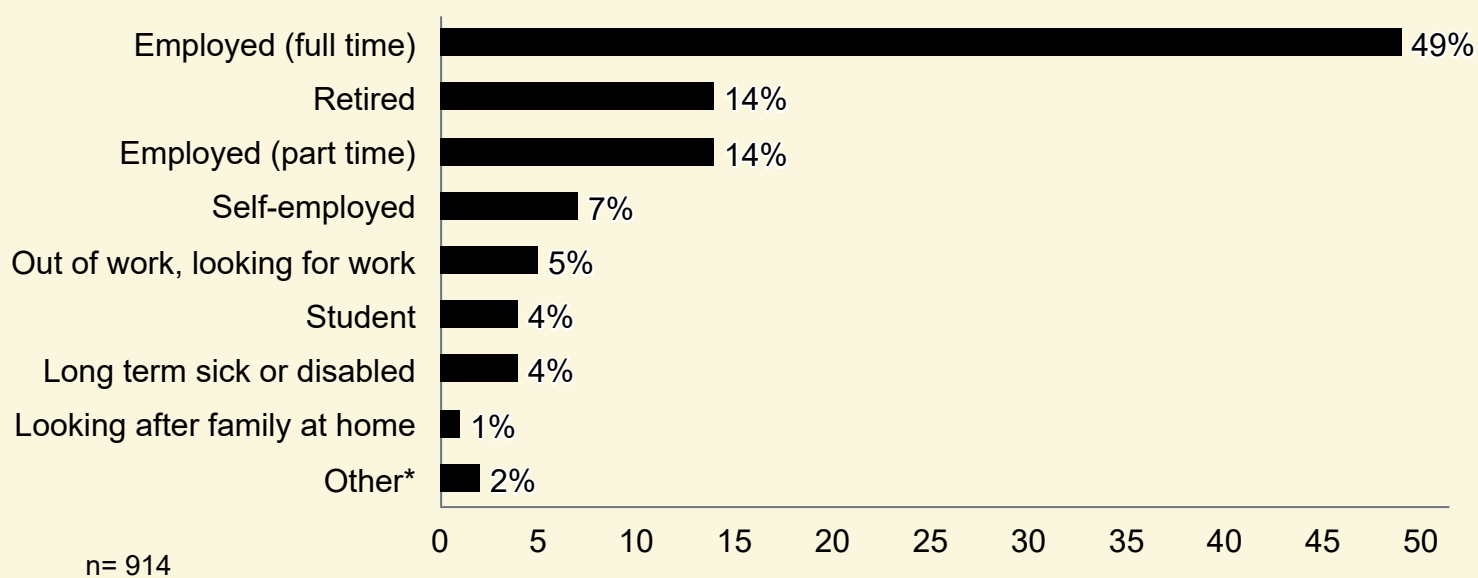
Online Survey: Ethnicity



3: Respondent Profiles

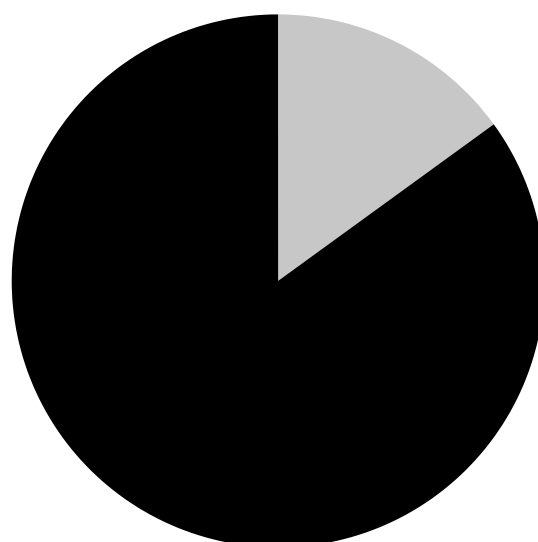
Online Survey: 967 participants

Online Survey: Employment Status



*including carers, maternity leave, asylum seekers, refugees and semi-retired.

Online Survey: Newcastle City Council Staff and Elected Members



■ Yes (15%) ■ No (85%)

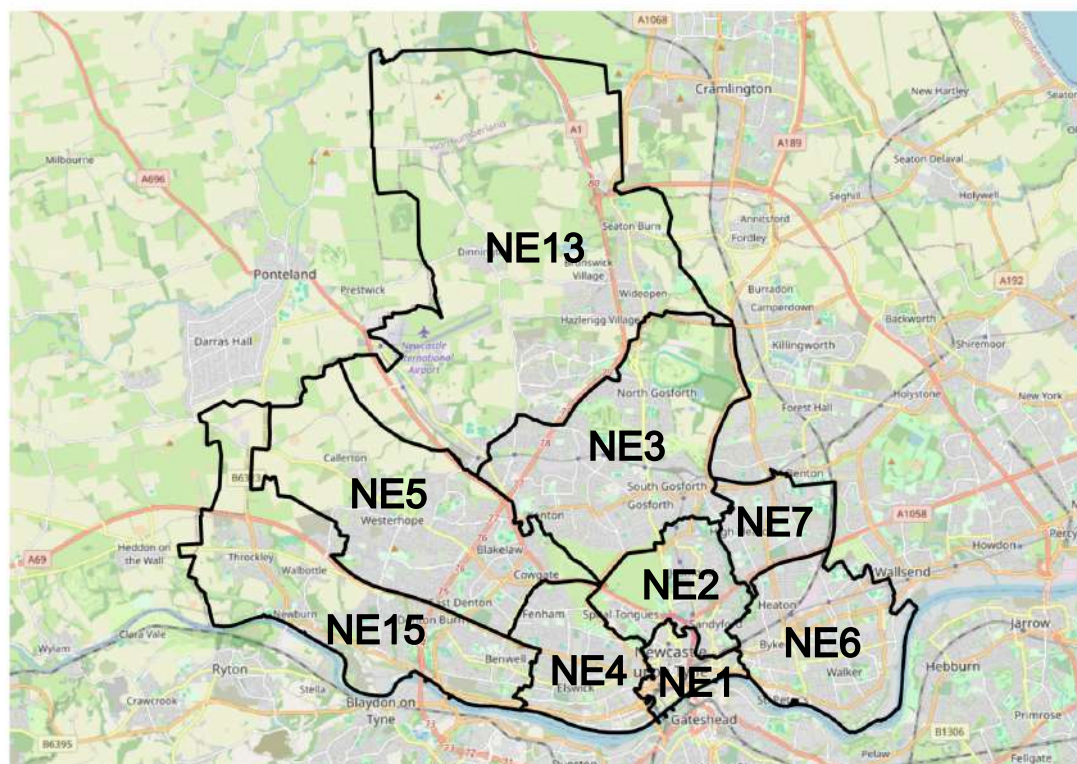
n= 936

3: Respondent Profiles

Online Survey: 967 participants

Online Survey: Geographical Coverage

The Online Survey attracted residents from across the city and beyond, most frequently from the NE3 and NE6 postcode districts.



Number of Participants

- NE1 - 25
- NE2 - 75
- NE3 - 154
- NE4 - 108
- NE5 - 88
- NE6 - 114
- NE7 - 39
- NE13 - 31
- NE15 - 58

A further 196 were residents outside of the city.

n= 888. Remaining participants did not provide a postcode.

Online Survey: Relationship to the City



Live in the city: 692



Work in the city: 550



Visit the city: 207



Study in the city: 76

n= 940

Number of participants shown. (More than one relationship to the city was often specified).

3: Respondent Profiles

Children and Young People's Survey: 5,865 participants

Children and Young People's Survey: Sex



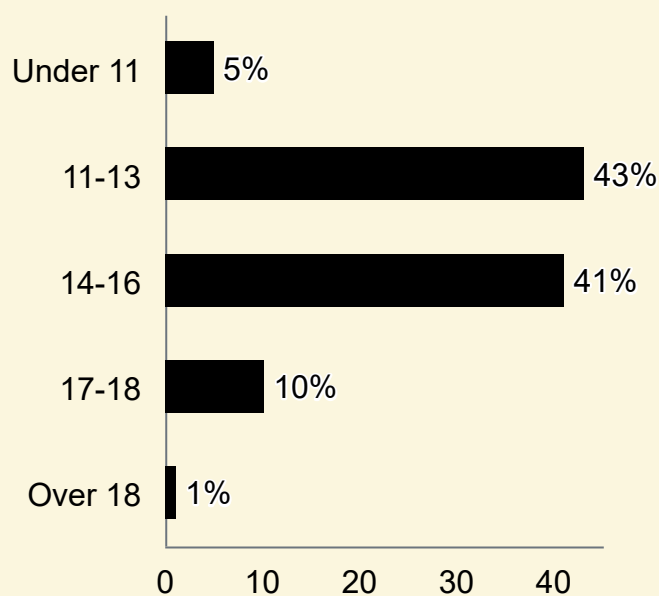
Male: 43%



Female: 57%

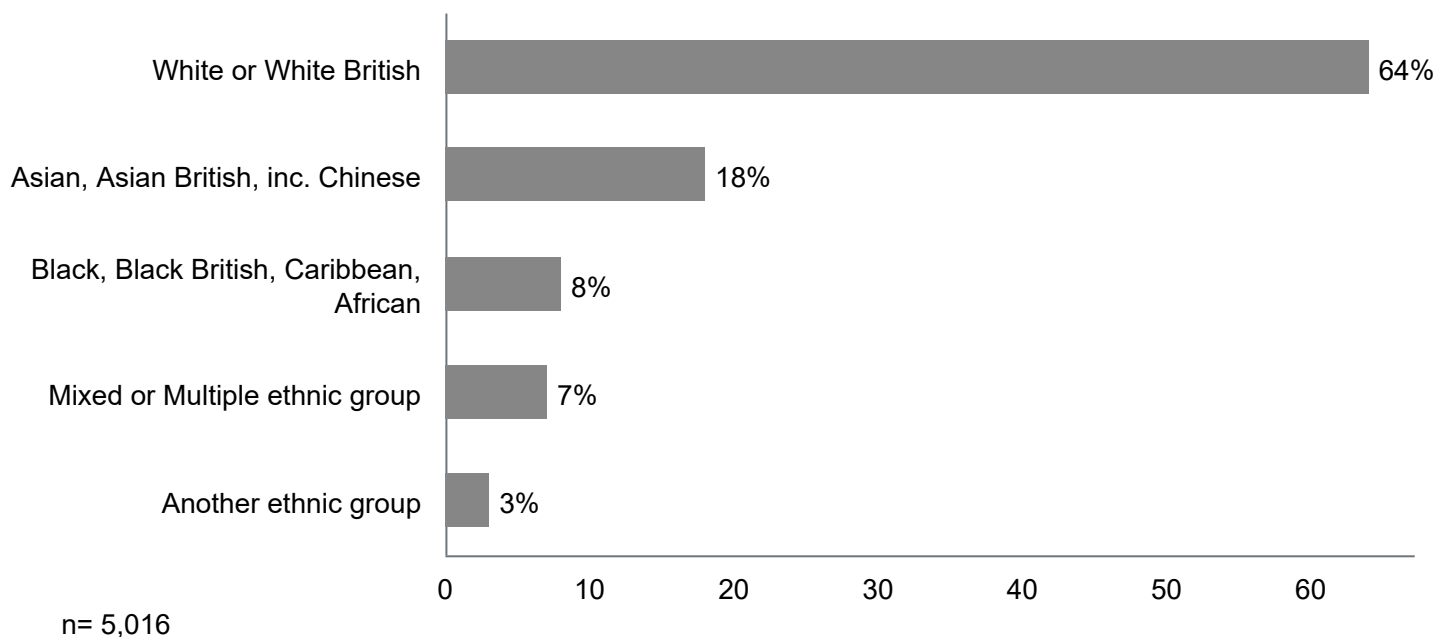
n= 5,498

Children and Young People's Survey: Age



n= 5,459

Children and Young People's Survey: Ethnicity

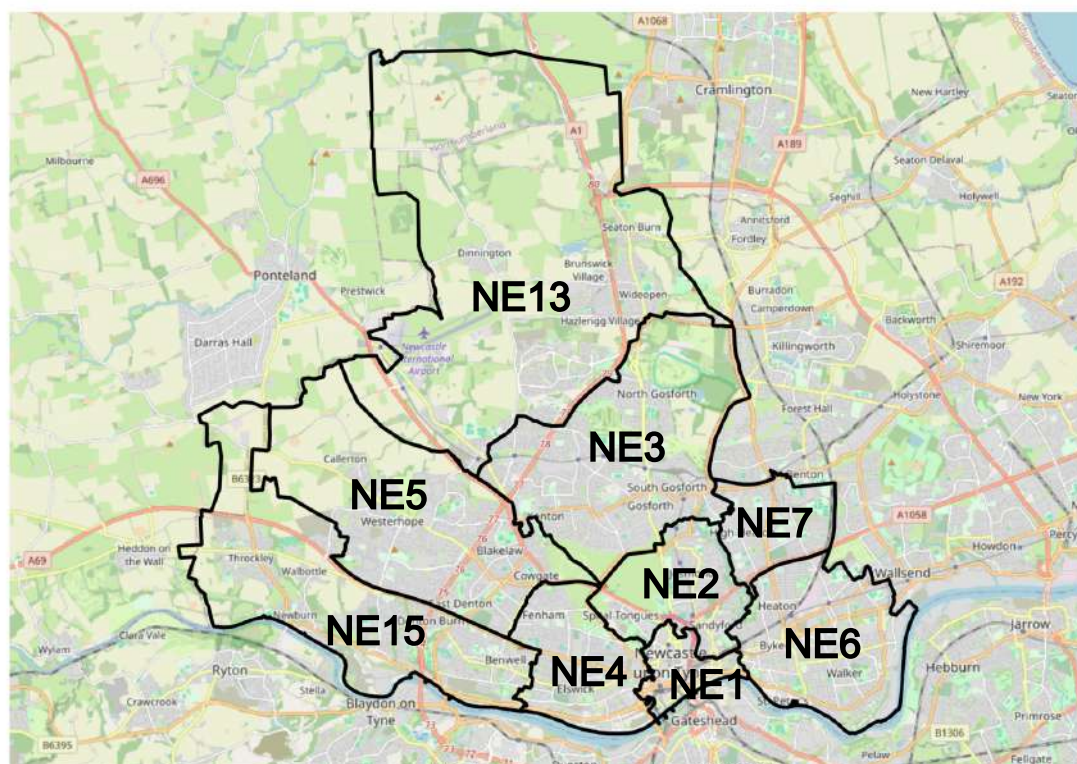


3: Respondent Profiles

Children and Young People's Survey: 5,865 participants

Children and Young People's Survey: Geographical Coverage

The Children and Young People's Survey attracted residents from across the city and beyond, most frequently from the NE3 and NE6 postcode districts.



Number of Participants

- NE1 - 24
- NE2 - 154
- NE3 - 841
- NE4 - 441
- NE5 - 524
- NE6 - 789
- NE7 - 446
- NE13 - 202
- NE15 - 348

A further 460 were residents outside of the city.

n= 4,229. Remaining participants did not provide a postcode.



Newcastle's Big Conversation



eljay
research

Eljay Research are a North-East based social research consultancy with 36 years of experience.

We deliver applied research and evaluation and have extensive experience analysing large-scale public consultations.

We transform complex datasets into clear insights that help policymakers understand behaviours, needs and priorities.

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