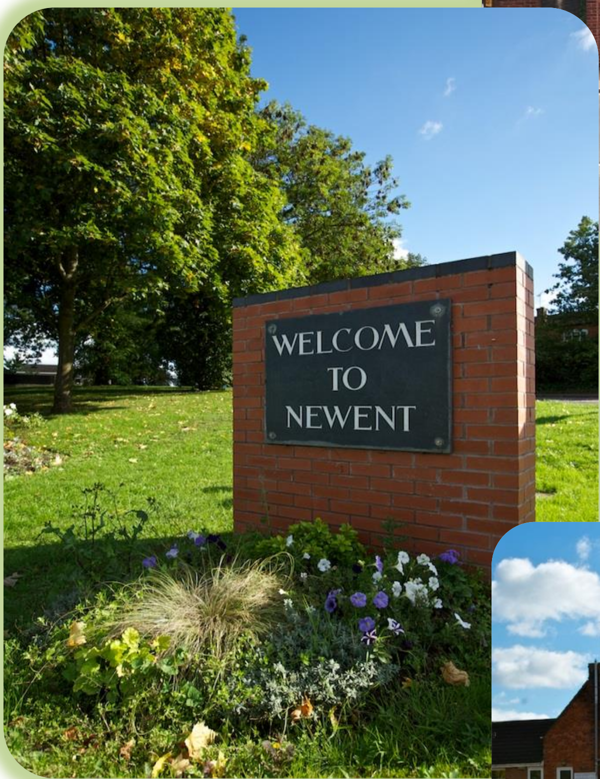
2019

NEWENT TOWN CENTRE AUDIT REPORT

2019

Regeneration Services
Forest of Dean District Council



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1. Introduction

Town and City centres are complex places that serve a wide range of people and purposes. The importance of healthy vibrant town centres has been highlighted in recent years. In certain locations, due to the effect of vacant shops and a perception among some that their towns are not providing them with all the services they need or want, there has been an adverse negative impact on the quality of life for local people.

Town centres and those who operate in and manage them, are having to adapt to changing circumstances as global issues, such as population increase, are impacting greatly on local conditions. Similarly, local authorities are having to adapt to rapid changes in the fiscal climate and increasingly challenging budgetary constraints.

As with any change process, it is important to be able to measure where we are, monitor progress, learn from others and realistically compare and measure performance. This report aims to record key sets of data/evidence that can be used by those with an active interest in improving the experience and vitality of town centres, so that they in turn provide a healthy sustainable environment for the businesses and communities that depend on them.

1.1 Successful Town Centres

1.1.1 This report follows the guidelines/suggestions laid out in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit' https://www.bl.uk/britishlibrary/~/media/bl/global/business-and-management/pdfs/secure/s/u/c/successful-town-centres--developing-effective-strategies-annex-c-d-e-f-indicators-toolkit-001.pdf. The document was launched by the Gloucestershire Local Enterprise Partnership in March 2013.

1.1.2 This report presents key findings which can be used to evaluate the effectiveness of Newent town centre. It focuses on key themes such as footfall, vitality and economic characteristics to act as a monitoring baseline to highlight emerging trends so that strategic actions can be taken to enhance the town centre performance.

1.1.3 The indicators toolkit advises that a numbers of indicators are assessed. This report monitors the following indicators:

Footfall
Car Parking
Retail and Commercial Offer
Convenience vs Comparison
Trader Types
Culture and Leisure Offer
Events
Reported Crime

Markets
Charity Shops
Vacant Shops
Town Centre Investment
Evening/Night Time Economy

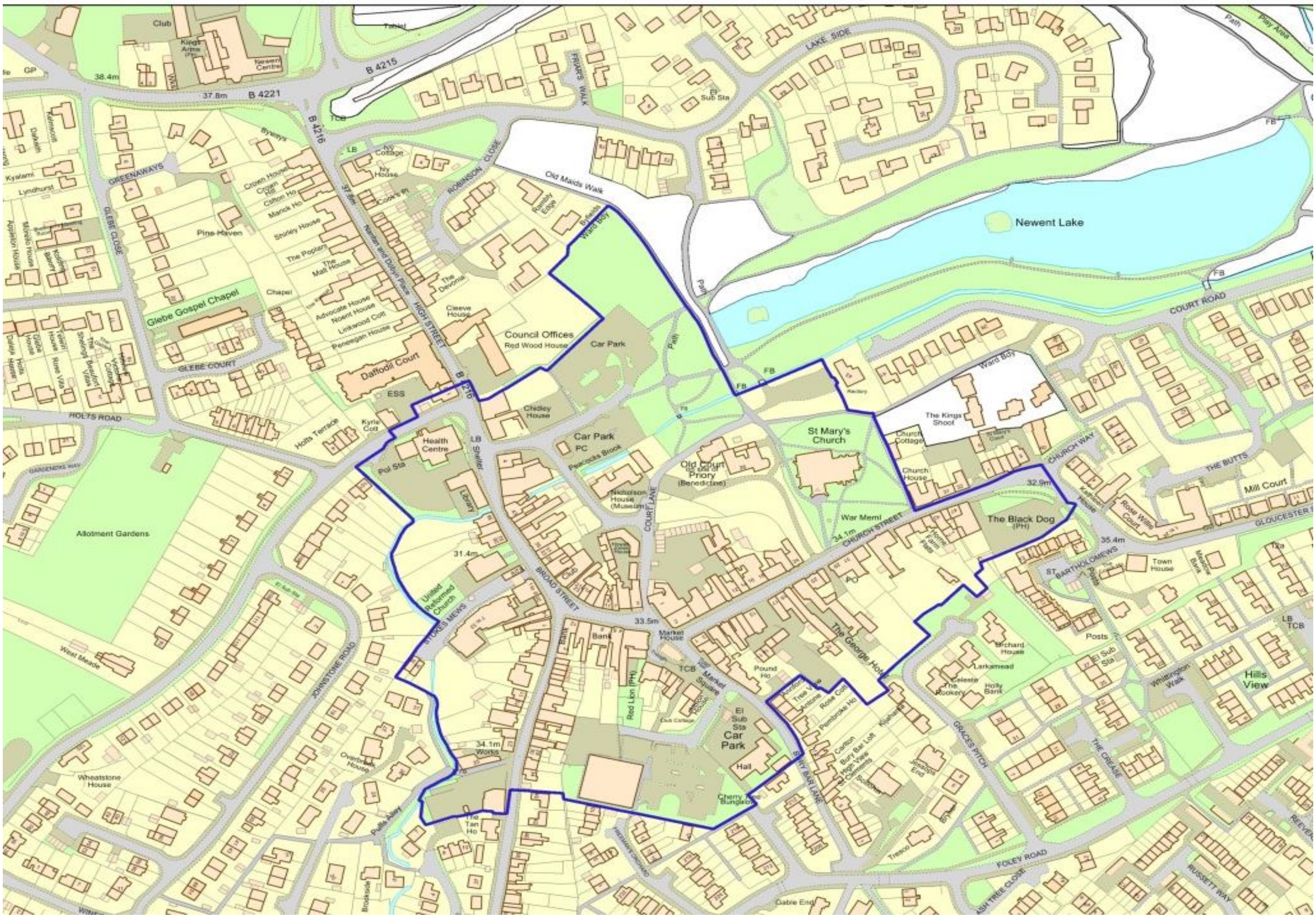
1.1.4 The town centre performance toolkit aims to monitor the performance of the town centre by collecting data on various themes which are reviewed annually, enabling a comparison of town centre performance.

1.1.5 It is suggested that this report be updated on a yearly basis to provide a year on year indication of the health and viability of Newent town centre.

1.1.6 It should be noted that the purpose of this document is not to address the future needs of the town centre, but an audit to offer a range of data sets to provide information for annual comparisons, to which the reader can interpret.

1.2 Newent Town Centre Boundary

The designated Town Centre Boundary is shown below (boundary outlined)



2. People & Footfall

The overall aim of obtaining this data is to provide an assessment of who comes to visit the town centre.

The town centre's car parking (in and around the town centre) is included to account for the fact that a large proportion of visitors to many town centres still travel using their own means of private transport in a similar way to how they would visit out-of-town shopping centres.

2.1 Footfall

Footfall refers to the number of people walking up and down a given town centre (or single street) regardless of their reasons for doing so. Typical reasons may include shopping, a pleasant stroll, going to work or school/college, to the cinema or for a meal, accessing public services, visiting friends or simply passing through. Footfall is often linked to the level of attractiveness of a location and its ability to satisfy customers and visitor needs and expectations successfully.

The information below provides a summary of the 10 minute footfall counts for 2019-2013, 2009, 2008 and 1999. The 10 minute average has been calculated across a whole week (weekday and weekend counts).

It should be noted that different methodology was used to collect data for footfall counts in 1999 and 2008/2009.

The methodology used in 2013 and onwards is as per the guidance stated in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit' (pg. 5). The methodology stated in this document should be used to repeat the data collection on an annual basis. Data was collected in one location on a Wednesday, Friday and Saturday for 1 hour starting at 10.30. Footfall was recorded for both sides of the street, noting people walking either direction.

2.1.1 Footfall Summary Comparison

2.1.1.1 **10 Minute Average Summary Comparisons**

2019	**2018**	**2017**	**2016**	**2015**	**2014**	**2013**	**2009**	**2008**	**1999**
56	45	59	51	57	56	57	49	59	56

2.1.1.2 The following information indicates the breakdown of the footfall counts for each recorded year. The 2019-2013 footfall counts were recorded on Wednesday, Friday and

Saturday. The 2009 footfall counts were recorded on Monday and Saturday. The 2008 footfall counts were recorded on Wednesday and Saturday. The 1999 counts were recorded on a Friday and Saturday.

2.1.2 Footfall Count Breakdown 2019

DATE/TIME	03.7.19 (Weds)	DATE/TIME	05.7.19 (Fri)	DATE/TIME	06.7.19 (Sat)
10.30 – 10.40	41	10.30 – 10.40	50	10.30 – 10.40	51
10.40 – 10.50	59	10.40 – 10.50	56	10.40 – 10.50	67
10.50 – 11.00	46	10.50 – 11.00	71	10.50 – 11.00	67
11.00 – 11.10	41	11.00 – 11.10	59	11.00 – 11.10	78
11.10 – 11.20	49	11.10 – 11.20	65	11.10 – 11.20	47
11.20 – 11.30	43	11.20 – 11.30	55	11.20 – 11.30	67
TOTAL	**279**	**TOTAL**	**356**	**TOTAL**	**377**
10 min ave	**47**	**10 min ave**	**59**	**10 min ave**	**63**
WEEKLY AVERAGE: 56					

2.1.2.1 The weather conditions and other influencing factors were noted when gathering footfall data. They are as follows:

03.7.19	Hot and Sunny
05.7.19	Hot and Sunny
06.7.19	Hot and Sunny

2.1.2.2 Counts were conducted for an hour and footfall was recorded at 10 minute intervals. Counts were taken outside Andy Creese Butchers, 37 Broad Street, Newent.

2.2 Car Parking

2.2.1 This indicator refers to the total public car parking usage in and around the town centre.

2.2.2 For many people, the possibility of driving into town and parking their car in a safe car park remains a considerable element of convenience-based attractiveness as it grants them a higher sense of perceived comfort and independence. Many retailers and high street businesses would tend to agree with this and, in some cases, would prefer for their customers to be able to park near their shop or outlet for ease of access.

2.2.3 Parking plays a significant role in mobility, access and the economic development of a town centre. The town centre car parking market has increased in importance as the market for cars has grown. Cars have become a fundamental element of journey mobility and in consequence parking has followed suit.

2.2.4 Car parking has always been important in regard to mobility, since it's a fundamental element in achieving a high level of accessibility. Many businesses and towns centre see an adequate supply of parking, especially for visitors, as crucial for their competitive growth, yet at the same time, parking is and will remain as the most powerful means of traffic restraint available.

2.2.5 Measuring and monitoring the level of car park usage, along with footfall contribute to a dynamic picture of activity levels in the town centre. Over time, this data can provide the basis of a comparison between actual perceived variances of activity and the impact of initiatives like events, special offers and the arrival or departure of high profile businesses.

2.2.6 The Forest of Dean District Council Cabinet made the decision to implement car parking charges in September 2011, with charging commencing on 1 July 2012.

2.2.7 The table below shows the recorded monthly figures for tickets purchased within the period of July 2018 to May 2019.

Newent:

MONTH	NO. OF TICKETS OF PURCHASED
July 2018	3186
August 2018	5481
September 2018	4224
October 2018	3983
November 2018	5139
December 2018	4668
January 2019	4398
February 2019	4067
March 2019	4471
April 2019	4052
May 2019	5107

2.2.8 Based on a monthly recording, the average recorded ticket sales between last year's report and this year has shown an increase in the tickets purchased. The number of tickets purchased in 2019 has grown to an average of 4,434 tickets per month from last year's recording of 3,910 tickets per month.

3. Diversity & Vitality of Place

The overall aim of this theme is to provide an assessment of the actual offer of the town centre and its diversity taking an all-inclusive approach that includes daytime, evening and night time economies.

The approach does not differentiate here between the public and private sectors as it is interpreted that both contribute to the provision of services, products and an overall experience for town centre visitors to enjoy and keep coming back to. This theme does not monitor consumer demands, expectations or their perceptions of the offer provided by the town centre. This should be covered by a separate theme.

The 'Diversity and Vitality of Place' section covers the following key items; Retail and Commercial Offer, Convenience vs Comparison, Trader Types, Culture and Leisure Offer, Events, Reported Crime and Markets.

3.1 Retail and Commercial Offer

3.1.1 This indicator keeps track of the range and variety of retail goods and commercial services offered in the town centre, measured as the change in the number of businesses in each category over a 12 month period.

3.1.2 In order to remain competitive, town centres need to ensure they provide a level of offer that matches the demand of their current (or intended) visitors and consumers.

3.1.3 This indicator is often linked to footfall and levels of business as well as visitor satisfaction. It can also be used (in conjunction with other indicators) to monitor the balance and relationship between the area's daytime and night time/evening economies.

3.1.4 The retail and commercial offer is broken down into Use Class Orders. A summary of the Use Class Order can be found below:

A1 – Shops
A2 – Financial and Professional Services
A3 – Restaurants and Cafes
A4 – Drinking Establishments
A5 – Hot Food Takeaways
B1 – Business
D1 – Non-residential Institutions
D2 – Assembly and Leisure
Sui Generis – Theatres, Amusement Arcades, Funfair, Launderette, Sale of Fuel, Sale or Display of Motor Vehicles, Taxis, Scrapyard, Hostel, Waste Disposal, Retail Warehouse, Night Club, Casino
Vacant – As described

3.1.5 It should be noted that the number of units recorded sometimes differ between each year. This may be as a result of the division of shop units, or variation on the area assessed.

3.1.6 The retail and commercial offer within Newent was recorded for 2019-2013, 2009, 2008 and 1999.

Newent Use Class Breakdown 2019:

USE CLASS	NO. OF UNITS	% WITHIN EACH CLASS
A1	47	49%
A2	8	8%
A3	6	6%
A4	3	3%
A5	6	6%
B1	3	3%
D1	9	10%
D2	0	0%
Sui Generis	1	1%
Vacant	13	14%
TOTAL	**96**	**100%**

3.1.7 The 2019 data indicates that use class A1 (Shops) has the highest retail offer percentage within Newent, whilst A3 and A4 (Restaurants/Café and Drinking establishments) have increased. The following A2 (Financial and professional services), A5 (Hot food takeaways), D1 (Non-residential institutions) and D2 (Assembly and leisure) have remained consistent with last year's data, while B1 (Business) and Sui Generis have shown a slight decrease in retail offer.

3.2 Convenience vs Comparison

3.2.1 The presence of a variety of shops within a town centre is important to its ability to remain competitive and continue to attract customers. A balance of convenience and comparison goods is therefore ideal in terms of encouraging visitors and potential customers.

3.2.2 Convenience stores provide low-cost everyday items that consumers are unlikely to travel far to purchase. This can include; food and non-alcoholic drinks; tobacco; alcohol; newspapers and magazines; and non-durable household goods.

3.2.3 Comparison stores involve all other retail goods, which include:

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists goods
- Jewellery, watches and clocks
- Recreational and Miscellaneous goods
- Hairdressing

3.2.4 Customers are likely to be happy to travel greater distances in order to reach stores retailing these items.

3.2.5 The following table provides a percentage of the A1 shops which sell mainly Convenience goods/ Comparison Goods.

	National Small Towns %	Newent %
Convenience	19	21
Comparison	81	79

3.2.6 79% of the A1 shops within the town centre mainly sell comparison goods, slightly lower than the national average of 81%. The number of A1 convenience shops (21%) is higher than the national average of 19%.

3.3 Trader Types

3.3.1 The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town.

3.3.2 The character and profile of a town often depends on the variety and mix of independent shops that can give a town a 'unique selling point' and help distinguish it from other competing centres.

3.3.3 A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

3.3.4 The following shops below are considered Key Attractors by Experian Goad.

Department Stores	**Clothing**
BHS	Burton
Debenhams	Dorothy Perkins
House of Frazer	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Good Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	**Other Retailers**
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O_2
Tesco	Superdrug
Waitrose	Phones 4 ^{U}
	Vodafone
	Waterstones

3.3.5 Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and independent shops are identified as those that are specific to a particular town.

3.3.6 The following table provides a percentage of the A1 shops which are Key Attractors, Multiples, Regional, and Independent to the locality.

	National Small Towns %	Newent %
Key Attractor	7	0
Multiples	18	6
Regional	10	13
Independent	65	81

3.3.7 81% of the A1 shops within the town centre are unique to Newent, considerably higher than the national average of 65%. 6% of the A1 shops have a nationwide presence, whilst 13% of the town contains stores that are regionally significant.

3.4 Culture & Leisure Offer

3.4.1 This indicator captures the variety of leisure related services offered in the town centre, including publicly-supported services such as swimming pools and theatres.

3.4.2 Interaction with other people, cultural activities and a bit of enjoyment not related to a ‘to do/buy’ lists are some of the many reasons why people come to town centres.

3.4.3 This indicator captures the characteristic of town centre activity.

3.4.4 The following provides an indication of the cultural and leisure offer within Newent town centre for 2019.

FACILITY	**2019**
Museums	0
Art Galleries	1
Art Centre	0
Take Away	6
Restaurants and Cafés	6
Swimming Pools	0 (1 within walking distance of the town centre)
Gyms	0
Cinemas	0
Theatres	0
Community Halls	1 (1 within walking distance of the town centre)
Parks/Gardens	1
Games Arcade	0
Other Specialist Outlets	2 (Library and Chill Out Zone)

3.5 Events

3.5.1 This indicator keeps track of the number of events held in the town centre public realm, measured using local authority’s data of event licenses awarded over a 12-month period and those held in town centre venues that have a significant impact on footfall.

3.5.2 Events and festivals are a major reason for people to come to town centres. A diverse event offer can be a major source of attraction for visitors as well as local residents, particularly if these events take place throughout the year and are aimed at different audiences (e.g. cultural tourists, business tourists, young people, children, families, ethnic minorities).

3.5.3 Events can make a significant contribution to the local economy and foster a stronger sense of community among residents, promoting pride of place and inclusiveness.

3.5.4 Typically, events may range from small carnivals or fairs, to major cultural festivals, conferences.

3.5.5 Licensed events in Newent over the past year are as follows (dates provided may be when applications are made rather than the event date):

Road Closure Orders –

'Newent Boxing Day meet' – 26.12.2018

'Christmas Lights Festivities', Broad Street, Church Street and Watery Lane – 24.11.2018

Temporary Event Notices –

Newent Onion Fayre, Newent Town Centre – 08.09.2018

Premises Licences –

N/A

3.6 Reported Crime

3.6.1 This indicator monitors the number of reported incidents of crimes in a range of categories in the town centre.

3.6.2 In some cases, fear of crime can act as a deterrent for people not to visit a town centre, particularly in the evenings and at night. Yet, as powerful as perceptions can be in influencing people's behaviour, they are not always directly related to reality.

3.6.3 This indicator will allow its users to contrast these perceptions (captured in the "crime and safety perceptions" indicator) with actual reported crime statistics.

3.6.4 It is important to note that the data included within this section act as an indicator.

3.6.5 The data provides information on reported crime within Newent Town Centre from June 2018 – April 2019.

	Jun 18	July 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19
Violence and Sexual Offences	**2**	1	**1**	**1**	**2**	**2**	**1**	**1**		**1**	**1**
Anti-Social Behaviour		**5**	**2**	**3**	**2**	**2**	**1**	**2**	**1**	**2**	**3**
Criminal Damage and Arson			**2**	**1**				**1**			
Vehicle Crime			**1**			**1**					
Burglary		**1**	**1**	**1**		**2**			**1**	**1**	
Other Theft		**1**	**2**	**2**	**1**					**1**	
Drugs	**1**										
Robbery								**1**			**1**
Shoplifting	**1**			**6**		**1**				**3**	**1**
Other Crime											
Public Disorder									**1**		
Theft from a Person											
Possession of a Weapon											
TOTAL	**4**	**8**	**9**	**14**	**5**	**8**	**2**	**5**	**3**	**8**	**6**

3.6.6 This data is taken from the www.police.uk/gloucestershire website. Further information on the crimes committed and the status of the investigations into them can be accessed using the website. Users can select the geographical area they are interested in, click on **Explore the Crime Map** and then search by Type of Crime, Month Reported and more.

3.7 Markets

3.7.1 This indicator monitors the existence of regular markets in the town centre.

3.7.2 Markets, like events, can be a major motivating factor for people to come to a town centre. The presence of a regular (albeit temporary) traditional market can add diversity to the retail offer of a town centre and can act as a catalyst for other more specialist markets to come to the area, including farmers' markets, artisan markets, continental markets, Christmas markets, night markets, etc.

3.7.3 All of this can contribute to the area's diversity of offer, satisfy a wider range of needs and attract local residents as well as visitors from a wider catchment area.

3.7.4 The National Market Trade Federation (NMTF) has no record of any NMTF recognised markets being held in Newent.

3.7.5 It should however be noted that currently there is a sole market trader selling a wide range of items in the square on a Thursday and a Farmers Market on a Friday morning at the Memorial Hall.

4. Economic Characteristics

The overall aim in this theme is to provide users with an assessment of static and dynamic elements linked to the economic performance of a town centre. Some of the more 'static' elements, which in turn may influence perceptions, include changes in the number of charity shops or vacant retail units.

4.1 Charity Shops

4.1.1 This indicator monitors yearly changes in the number of charity shops in a town Centre.

4.1.2 Over the last fifteen years, the proliferation of charity shops in town centres may have been interpreted in certain circles as a sign of decline. On the other hand, charity shops fill an important gap in the retail offer of any town centre, not just in towns and cities with more modest income catchment areas and/ or ageing demographics.

4.1.3 Charity shops provide a valuable re-use and re-cycling function, reducing the volume of waste going to landfill and attracting valuable income for worthy causes. Charity shops are cutting across social and demographic boundaries in attracting customers, providing affordable and specialist items.

4.1.4 Regardless of how the existence of charity shops is interpreted, their growth or decline impacts on perceptions and forms an important element in the monitoring of the economic performance of any town centre.

4.1.5 This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.

4.1.6 The information below details the number of charity shops within the town Centre for 2019 and previous years.

2019:

Shambles Charity Shop, 22 Church Road
New Start Cat Rescue Charity, 11 Church Street
Newent Rotary Charity Shop, 3 Court Lane
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

2018:

Shambles Charity Shop, 22 Church Street
New Start Cat Rescue Charity, 11 Broad Street
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

2017:

Shambles Charity Shop, 22 Church Street
New Start Cat Rescue Charity, 11 Broad Street
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

2016:

Shambles Charity Shop, 22 Church Street
New Start Cat Rescue Charity, 11 Broad Street
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

<u>2015:</u>

Shambles Charity Shop, 22 Church Street
New Start Cat Rescue Charity, 11 Broad Street
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

<u>2014:</u>

Shambles Charity Shop, 22 Church Street
New Start Cat Rescue Charity, 11 Broad Street
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

<u>2013:</u>

Shambles Charity Shop, 22 Church Street
New Start Cat Rescue Charity, 11 Broad Street
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

<u>2008:</u>

Cats Protection, 15 Broad Street
Great Oak Dean Forest Hospice, 39 Broad Street
Newent Association for the Disabled, 18 Church Street
Newent Association for the Disabled, 8 Church Street

4.1.7 Nationally, some traders report concerns about the proportion of new goods on sale in charity shops. As charities are able to claim up to 80% discount on their business rates, this could be interpreted as unfair competition.

4.2 Vacancy

4.2.1 This indicator monitors changes in a town centre's vacant retail units. An increase in vacant retail units in town centres has traditionally been linked to economic decline both locally and nationally.

4.2.2 On the other hand, this could also be interpreted as a temporary opportunity for the town centre to strategically re-balance its visitor offer, and for culture and leisure-related outlets and community services to gain more of a foothold in the town centre.

4.2.3 Regardless of how vacant retail units are interpreted, their growth or decline forms an important element in the monitoring of the economic performance of any town centre.

NEWENT VACANT UNITS 2019:

Vacant unit amount	% of units that are Vacant
13	14
Units surveyed: 96	
x5 Shambles Retail Village Harwood House Market Square 21 Church Road 1a Court Lane 2a Court Lane 5a Broad Street 8 Broad Street 10a Broad Street 12 Broad Street	

4.3 Town Centre Investments

4.3.1 This indicator monitors evidence of public realm improvements and the level of investment from both the private and public sectors within the town centre of Newent.

4.3.2 The growth of online shopping, rising business rates, and other economic challenges has resulted in many areas with struggling town centres that either have become stagnated or in decline.

4.3.3 In order to revitalise town centres, local authorities must think afresh about the role of the high street and what it provides for local communities. Incorporating new homes, alongside renewed retail, commercial and leisure space can play a key role in building a walking catchment population that can sustain the town's uses more effectively. Proactively leading investment in town centres, through the acquisition and re-purposing of assets such as initiating event programmes and investing in the public realm are crucial ways of creating confidence in places and the right conditions to rejuvenate a town centre.

4.3.4 In Newent there have been a number of schemes to improve the public realm, which involved new soft or hard landscaping works, new street furniture and active green initiatives.

4.3.5 School gardening initiatives are part of the Royal Horticultural Society campaign in support of developing sustainable gardens for young people's learning, health and wellbeing. Here is a list of school gardening initiatives within Newent; Picklewash Junior School, Glebe Infants School, and Newent Community School and Sixth Form Centre.

4.3.6 Newent 'In Bloom' is a long established voluntary group affiliated to the Royal Horticultural Society, which is part of a nationwide gardening competition providing a regional platform for communities to brighten up the UK's towns and cities to improve civic pride and community spirit. Below are the winners of the Newent 'In Bloom' competition 2019.

- Newent Town Council was awarded Gold and Best in Category certificate in the category for Public/Community effort in the Newent 'In Bloom' 2019 Summer Gardening Competition.
- Newent and District Rotary shop are winners of the 2019 'In Bloom' shop window competition.

4.4 Evening & Night Time Economy

4.4.1 This indicator monitors evidence of active management of the evening and night time economies in the town centre.

4.4.2 The majority of town and city centres (or at least parts of them) do not go to sleep after the last shop closes for the day. They often have evening and night time economies too, which may vary in size and character from one location to another.

4.4.3 In some areas, this part of the economy forms a crucial part of the service offer.

4.4.4 In many cases, the town centre attracts a completely different demographic of customer in the evening to those who visit the high street during the day time.

4.4.5 It is also worth distinguishing between the evening consumers (5-8 pm often referred to as the 'shoulder period') and the late night consumer, as each can have quite different demographics.

4.4.6 Evidence is building to support the collective and active management of town centres after dark to increase visitor confidence, improve perceptions, prevent crime and disorder, and provide a healthy trading environment for a range of businesses and providers who operate at night.

4.4.7 This indicator enables users to monitor how effectively the evening and night time economies are managed (if they are managed at all) in a town centre.

4.4.8 The retail pathfinder toolkit advises that the Purple Flag recognition system is used. Purple flag is the accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that can offer a better night out to visitors. Purple flag aims to raise the standards and improve the quality of towns and cities at night.

4.4.9 Newent town centre is not accredited as a purple flag location.

5. Conclusion

5.1 The report demonstrates that town centre performance is not just a reflection of retail/commercial performance.

5.2 This year's weekly average (per 10 minutes) footfall count has revealed an increase from last year's 45 to 56, returning to the average figures of years prior. The recorded average figure for Saturday was the highest, possibly owing to the combination of the noticeable hot weather. However, as shoppers were not asked directly, we cannot report with any certainty that more people have taken to the town centre as a direct consequence of the nice weather. This increase in footfall can represent an improvement in the town's ability to satisfy customers and visitor needs.

5.3 Based on monthly recordings, the average recorded car parking ticket sales for 2019 has increased from last year's sales. The number of tickets purchased has increased from 3,910 tickets per month, to this year's average of 4,434 tickets per month.

5.4 The majority of the A1 shops (81%) in Newent are independent; offering the town a unique selling point. 6% of Newent town contains shops that are nationwide, while 13% are regionally significant.

5.5 This report details data and information on the cultural and leisure offer within Newent for 2019. Information and data will continue to be collected on a yearly basis to monitor how this contributes to local vitality.

5.6 The number of reported crimes has shown a slight decrease in the number of overall crimes committed, with minor variations occurring within the various crime indicators. Consistent with last year's data, violence and sexual offences, shoplifting, and anti-social behaviour are the most common types of crime, with the latter recording the highest number of crimes within the town centre.

5.7 The vacancy rate for 2019 has shown a minor decrease from 15% to 14%, which is above the national average for high streets of 11.5% (Local Data Company). The majority of the vacant units are within the Shambles Retail Village. The highest use class is still A1, decreasing slightly in total number of units, but due to an overall decrease in the total number of units eligible for the count, the class has remained at 49%.

5.8 Newent has been involved in a number of schemes to improve the public realm, with the endorsement of School Gardening Initiatives and the 'Britain in Bloom' Competition. Affiliated to the Royal Horticultural Society, these initiatives are voluntary groups providing a platform for communities to brighten up the town centre, and improve civic pride and community spirit.

Appendix 1

6. Use Class Lists 2019

ADDRESS	SERVICE	USE CLASS	CONVENIENCE/ COMPARISON	TRADER TYPE
1 High Street	Naylor Powell Estate Agents	A2		
Good News Centre	Bookshop + Coffee shop	A3		
The Golden Combe, High Street	The Golden Combe Hair Salon	A1	Comparison	Independent
Holts Health Centre	Health Centre	D1		
Library	Library	D1		
Lewell House, High Street	Raft	A1	Comparison	Independent
Manchester House, High Street	The Co-operative Food	A1	Convenience	Multiple
3 High Street	G.D. Parker DIY Supplies and Hardware	A1	Comparison	Independent
4a High Street	Coventry Building Society	A2		
4b High Street	Steve Gooch Estate Agents	A2		
Unit 1 Howell Jones Court	Redz Hairdressing	A1	Comparison	Independent
Unit 2 Howell Jones Court	NDC Dental Care	D1		
Unit 3-4 Howell Jones Court	Perfect Bliss Health and Beauty Salon	A1	Comparison	Independent
1 Broad Street	Nisa Local	A1	Convenience	Multiple
1a Broad Street	Cut Above	A1	Comparison	Independent
3 Court Lane	Newent Rotary Charity Shop	A1	Comparison	Independent

1 Court Lane	Total Design Ltd Architects	A2		
1a Court Lane	**Vacant**	**Vacant**		
2 Court Lane	**Vacant**	**Vacant**		
5a Broad Street	**Vacant** (was Slades Solicitors)	**Vacant**		
4 Broad Street	Crusty Loaf Bakery	A1	Convenience	Multiple
7 Broad Street	The Card Shop	A1	Comparison	Independent
8 Broad Street	**Vacant**	**Vacant**		
10 Broad Street	Easy Living Solutions Ltd	A1	Comparison	Independent
10a Broad Street	**Vacant** (was Sweet Memories)	**Vacant**		
13 Broad Street	Flowercraft Florist	A1	Comparison	Independent
15 Broad Street	Short Bark and Sides Dog Grooming	A1	Comparison	Independent
19 Broad Street	Day Lewis Pharmacy	A1	Comparison	Multiple
21a Broad Street	Pippins Fruit and Veg	A1	Convenience	Independent
23 Broad Street	Country Corner Clothes	A1	Comparison	Independent
23a Broad Street	Newent Circle Club	D1		
27a Broad Street	Premier Express Convenience Store	A1	Convenience	Multiple
27b Broad Street	Snippets Hair	A1	Comparison	Independent
29 Broad Street	Smith's Funeral Services	A1	Comparison	Independent
31 Broad Street	The Italian Kitchen	A3		
35 Broad Street	Ashton and Daniel Optometrist	D1		

37a Broad Street	Andy Creese Butchers	A1	Convenience	Independent
39 Broad Street	Great Oaks Dean Forest Hospice Charity Shop	A1	Comparison	Regional
32a Broad Street	GMT Computing	A1	Comparison	Independent
32b Broad Street	Reflections Hair Salon	A1	Comparison	Independent
34 Broad Street	The Newent Tandoori	A5		
36 Broad Street	The Chillout Zone	A1	Comparison	Independent
16 Broad Street	Smiths of Newent Estate Agents	A2		
14 Broad Street	The Tudor Fish and Chip Shop	A5		
12 Broad Street	**Vacant** (Was Barclays Bank)	**Vacant**		
43 Broad Street	Kam Wah Chinese Takeaway	A5		
1 Culver Street	Buttery Tea Rooms	A3		
20 Culver Street	Perpetua Print and Design	B1		
The Old Chapel Culver Street	Smiths of Newent Antiques Auctions	A2		
25 Culver Street	Newent Blacksmiths Markeys & Sons	B1		
The Red Lion Broad Street	Bar & Kitchen	A3		
Newent Town Hall Market Square	Town Hall	D1		
Harwood House Market Square	**Vacant** (was Sew Sew)	**Vacant**		
1 Market Square	Newent Health and Beauty	A1	Comparison	Independent
Co-op Market Square	Co-op Retail Store	A1	Convenience	Multiple
Memorial Hall Bury Bar Lane	Memorial Hall	D1		

Wyedean Healthfoods	Wyedean Healthfoods	A1	Convenience	Regional
1 Church Street	Newent Kebab House	A5		
3 Church Street	Rogan Josh Indian Takeaway	A5		
2 + 2a Church Street	Gooch Sports	A1	Comparison	Independent
5 Church Street	GDR Solutions	B1		
6 Church Street	Seymour News	A1	Comparison	Independent
7 Church Street	Cobblers Small Pub	A4		
8 Church Street	The Patchwork Basket	A1	Comparison	Independent
9 Church Street	Polski Food Shop	A1	Convenience	Independent
10 Church Street	All Seasons Deli Café	A3		
11 Church Street	New Start Cat Rescue	A1	Comparison	Regional
12 Church Street	Ideal Carpets	A1	Comparison	Independent
13a Church Street	Sizzling Wok Chinese Takeaway	A5		
13b Church Street	Istanbul (Barbers)	A1	Comparison	Independent
14 & 16 Church Street	The Stock Exchange – Clothes/bags	A1	Comparison	Independent
17 Church Street	Newent Barbers Shop	A1	Comparison	Independent
18 Church Street	Errol's Courtyard Café	A1	Convenience	Independent
19 Church Street + 17 Church Street	Jilling's Antique Clocks	A1	Comparison	Independent
21 Church Street	**Vacant** (was A & J Entertainment)	**Vacant**		
Unit 1 The Shambles Village, 20 Church Street	Tweedie's Country Clothing	A1	Comparison	Independent

George Hotel Church Street	Pub/Hotel	A4		
22 Church Street	Shambles Charity Shop	A1	Comparison	Independent
24 Church Street	Madge Lloyd + Gibson Solicitors	A2		
29-30 Church Street	Post Office	A1	Comparison	Independent
47 Church Street	Time Hairdressing	A1	Comparison	Independent
The Black Dog Church Street	The Black Dog	A4		
St Mary's Church, Church Street	Church	D1		
Shambles Retail Village	**Vacant**	**Vacant**		
Shambles Retail Village	Mona's Handbags	A1	Comparison	Independent
Shambles Retail Village	The Beauty Rooms	A1	Comparison	Independent
Shambles Retail Village	Errol's Courtyard Café	A3		
Shambles Retail Village	Mayo Property Management	A2		
Shambles Retail Village	The Secret Gallery	D1		
Shambles Retail Village	**Vacant** (was Vicky's Place)	**Vacant**		
Shambles Retail Village	**Vacant**	**Vacant**		
Shambles Retail Village	Mancave - Newent Vape Shop	A1	Comparison	Independent
Shambles Retail Village	**Vacant** (was Cosmetic Laser Services – Zap)	**Vacant**		
Shambles Retail Village	**Vacant** (was Jallow Hair and Beauty)	**Vacant**		
Shambles Retail Village	Newent Dog Spa	A1	Comparison	Independent
Shambles Retail Village	Old Nicks Tattoo and Art Studio	Sui Generis		

Appendix 2

7. Use Class Order

This is a guide to the various Use Classes and the unit types that they represent:

CLASS A

A1 Shops - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
A2 Financial and professional services - Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.
A3 Restaurants and cafés - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
A4 Drinking establishments - Public houses, wine bars or other drinking establishments (but not night clubs).
A5 Hot food takeaways - For the sale of hot food for consumption off the premises.

CLASS B

B1 Business - Offices (other than those that fall within A2), research and development of products and processes, light industry appropriate in a residential area.
B2 General Industrial - Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste).
B8 Storage or distribution - This class includes open air storage.

CLASS C

C1 Hotels - Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
C2 Residential institutions - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A Secure Residential Institution - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
C3 Dwelling houses - this class is formed of 3 parts:

C3 (a) covers use by a single person or a family (a couple whether married or not, a person related to one another with members of the family of one of the couple to be treated as members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child. C3(b) up to six people living together as a single household and receiving care e.g. supported housing schemes such as those for people with learning disabilities or mental health problems.
C3(c) allows for groups of people (up to six) living together as a single household.
This allows for those groupings that do not fall within the C4 HMO definition, but which fell within the previous C3 use class, to be provided for i.e. a small religious community may fall into this section, as could a homeowner who is living with a lodger.
C4 Houses in multiple occupations - small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom.

CLASS D

D1 Non-residential institutions - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non-residential education and training centres.
D2 Assembly and leisure - Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or areas for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).

SUI GENERIS

Certain uses do not fall within any use class and are considered 'sui generis'.
Such uses include: theatres, houses in multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres and casinos.