



Newent Town

Annual Town Centre Monitoring Report July 2023 - July 2024

Presented by:
Forest of Dean District Council



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Introduction

Hello and welcome to this year's annual town centre monitoring report for Newent.

Our town centres in the Forest of Dean are complex places that serve a wide range of people and purposes. In recent years, we've been reminded of how important it is for our residents and visitors to have access to a healthy, vibrant town centre.

During the COVID-19 pandemic we relied on our local shops and suppliers to support our communities. We know our town centres are resilient and have the ability to adapt to serve the needs of the people who use them.

However, we also know our town centres are still recovering from the effects of the pandemic and other global issues. Therefore, it is important we are able to measure where we are, monitor progress, learn from others and plan for the future.

This report contains a key set of data and evidence that is collected every year to monitor changes in each of our market towns. It can be used by anyone with an active interest in improving the experience and vitality of our town centres in the Forest of Dean. The information in this report represents the performance of Newent for the period July 2023 to July 2024.

Thank you in advance for taking the time to read this report. I hope you find it useful and I look forward hearing about how it's helped develop your ideas for our market towns.



Nigel Brinn
CEO of Forest of Dean District Council



Successful Town Centres: Developing Effective Strategies

This report follows the guidelines and suggestions laid out in the 'Successful Town Centres – 'Developing Effective Strategies: Indicators Toolkit' - launched by the Gloucestershire Local Enterprise Partnership in March 2013.

It presents key findings which can be used to evaluate the effectiveness of Newent town centre by focusing on key themes such as footfall, vitality and economic characteristics to highlight emerging trends so that strategic actions can be taken to enhance the town centre performance.

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.

It is suggested that this report be updated on an annual basis to provide a year-on-year indication of the health and viability of Newent town centre. It should be noted that the purpose of this document is to provide a range of data sets for the reader to interpret. Newent Town Council have been consulted during the preparation of this report.

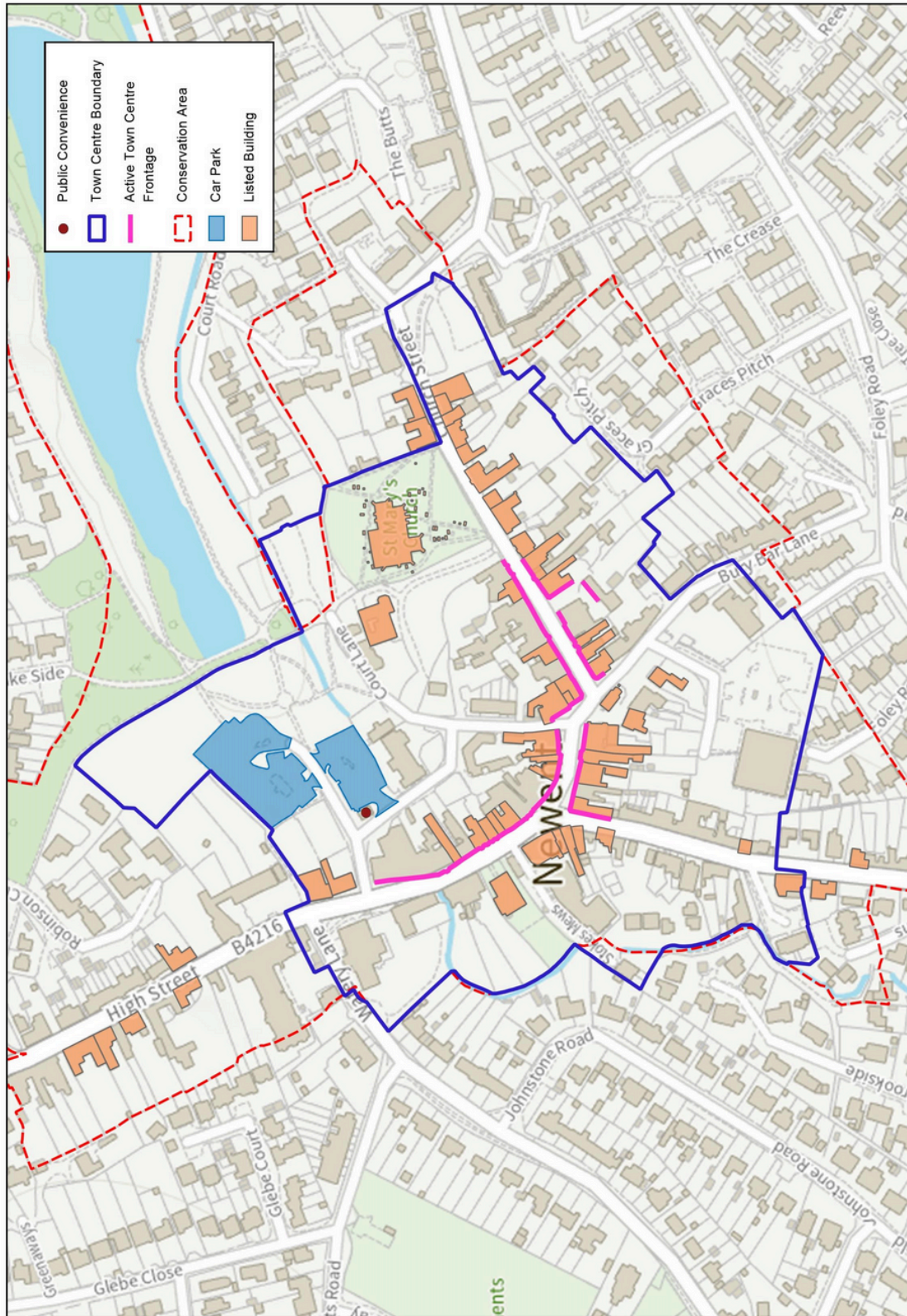
The toolkit advises that a number of indicators are assessed, including but not limited to:

- Footfall
- Car Parking
- Retail and Commercial Offer
- Trader Types
- Culture and Leisure Offer
- Events
- Reported Crime
- Markets
- Charity Shops
- Vacant Shops
- Town Centre Investment
- Evening/Night Time Economy



The Town Centre Boundary

The map below shows the designated town centre boundary for Newent which helps govern the data produced for this report.



2. People and Footfall

The overall aim in this theme is to provide an assessment of who comes to visit the town centre, what their socio-economic background is likely to be, how close they feel to the people around them and how they travel to the town centre.

2.1 Local Demographics

2.2 Visitor and Footfall Data

2.2.1 Visitor Trends and Insights

2.2.1.1 General Information

2.2.1.2 Local Loyalty

2.2.1.3 UK Visitors

2.2.2 Footfall

2.2.2.1 Newent footfall

2.2.2.2 Comparative Market Town footfall

2.2.3 High Street Recovery

2.3 Car Parking

2.3.1 Car Parking Charges

2.3.2 Monthly Sales Data

2.3.3 Ticket Sales Data



2.1 Local Demographics

This indicator refers to demographic information about the population of Newent from the 2021 Census managed by the Office of National Statistics (ONS).

2021 Census	Newent	Forest of Dean
Population	6,300	87,004 (+6.2% since 2011)
Age	17.2% 0-15 57.7% 16 - 64 25.1% 65+	16% 0-15 58.9% 16 - 64 25.1% 65+
Sex	51.8% female 48.2% male	51.1% female 48.9% male
Identity	10.4% of residents were born outside of the UK (approx. 690 people) 88.8% White British 11.2% Ethnic Minorities 2.90% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 180 people) (7.5% did not answer)	5.1% of residents were born outside of the UK (approx. 4435 people) 94.6% White British 5.4% Ethnic Minorities 2.28% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 2,000 people)
Education & Work	58.1% of Newent's population is 'Economically Active', with the majority of people working in professional, skilled trade, care and leisure. 41.9% of residents stated that they are 'Economically Inactive' 80.9% of people have a higher education qualification. 19.1% of people have no higher education qualifications	57.2% of the Forest of Dean's population is 'Economically Active', with the majority of people working in skilled trade, managerial, professional, care and leisure occupations. 42.8% of residents stated that they are 'Economically Inactive' 81.6% of people have a higher education qualification. 18.4% of people have no higher education qualifications
Health & Wellbeing	45.3% Very good health 36.6% Good health 12.9% Fair health 4.2% Bad health 1.1% Very bad health 17.9% of people have a disability under the Equality Act	44.8% Very good health 35.5% Good health 14.2% Fair health 4.2% Bad health 1.3% Very bad health 19.2% of people have a disability under the Equality Act

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

Methodology

In 2020, the Forest of Dean District Council procured a new footfall counting software called [TownandPlace.AI](#) to support the recovery of our town centres following the COVID-19 pandemic.

The software was supported by UK Gov '[Welcome Back](#)' [Funding](#). TownandPlace.AI is a platform that uses artificial intelligence and GPS data to create algorithmic visitor and footfall insights for local government and business improvement districts across the UK.

As the data is produced by an algorithm, it may not be 100% accurate but gives a very good indication of how and when people move around our towns.

In this data set, 'visitor' refers to a unique singular person who visits a destination and 'footfall' refers to the number of visits made to a destination (which could be multiple visits by a singular person).

Please note this data has been produced using geo-locations and postcodes, so has a bigger baseline than our town centre boundary and is not produced using population statistics from the Office of National Statistics as documented in section 2.1.

However, town centre boundaries have been drawn on to the Town and Place software to track specific movement within these locations.

Whilst we cannot identify specific reasons for visits to the town, we can use this data to analyse patterns of visitor behaviour to inform town planning and enhance user experience.

2.2.1 Visitor Trends and Insights*

2.2.1.1 General Information

- Newent Town is situated in a GL18 postcode, which has a population of around 7,500 people.
- On average, between July 2023 - July 2024, the town centre received around 7,116 unique visitors a month. This is -6% less than last year.
- Visitors peaked in August and November 2023

2.2.1.2 Local Loyalty

- On average, 58.3% of residents with a GL18 postcode visit the town centre every month
- 80% of all visitors lived within a 10-mile radius
- GL17 is the most loyal neighbouring postcode to Newent. Newent receives regular visitors from Mitcheldean, Ruardean, Drybrook and Longhope. Aswell as Gloucester and Ledbury.

*The Town and Place data has been revised this year due to an enhancement to the methodology and data modelling. Therefore all data history has been revised and some numbers will be different to previous years. This methodology is more accurate and will be followed going forwards.

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.1 Visitor Trends and Insights*

2.2.1.3 UK Visitor Information

- On average, 19.5% of visitors to Newent live over 10 miles away.
- Visitors from +10 miles away peaked in July 2024.
- The majority of visitors from +10 miles away were from Cheltenham and Hereford, however Newent also receives frequent monthly visitors from Tewkesbury, Evesham and Upton-on-Severn.

2.2.1.4 Missed Potential Spend by Postcode**

Newent could increase its potential spend by extending its marketing and retail offer to cater for the needs of people in the below postcodes (focusing on its unique offer, so not to compete with the other market towns. See Market Town Regeneration Report [here](#).)

- GL1, GL2 & GL3 (Gloucester)
- GL17 (Mitcheldean, Drybrook, Longhope, Mitcheldean, Ruardean)
- HR8 (Ledbury)

*The Town and Place data has been revised this year due to an enhancement to the methodology and data modelling. Therefore all data history has been revised and some numbers will be different to previous years. This methodology is more accurate and will be followed going forwards.

**Missed potential spend is calculated using data from the Office for National Statistics.

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.2 Footfall

2.2.2.1 Newent Town

The following data provides information on the total footfall within Newent town centre boundary for each month between June 2020 – July 2024*. This data is helpful as you can see the year-on-year difference in footfall for each month.

Footfall in Newent has increased by +2.7% when compared to the same time period last year. 'Footfall' refers to the number of total visits made to a destination. As mentioned previously in the report, unique visitors has decreased by -6%, 'visitor' refers to the number of individual persons who have visited a destination.

Newent Footfall Data June 2020 - July 2024	20/21	21/22	22/23	23/24	24/25
June	18,729	26,142	39,754	42,335	41,377
July	22,235	25,341	40,638	42,549	42,882
August	26,116	27,048	38,178	40,794	
September	28,670	30,544	41,935	44,263	
October	26,405	35,193	41,947	42,937	
November	17,382	36,305	41,817	42,924	
December	19,014	30,893	41,641	40,734	
January	16,846	31,219	42,160	41,837	
February	15,359	32,416	37,085	41,139	
March	23,110	36,981	41,886	42,351	
April	20,554	38,521	40,545	41,749	
May	20,784	40,005	40,638	43,207	

*Please note this is the most up to date data and some numbers in previous reports may be different due to updated and more accurate algorithmic data.

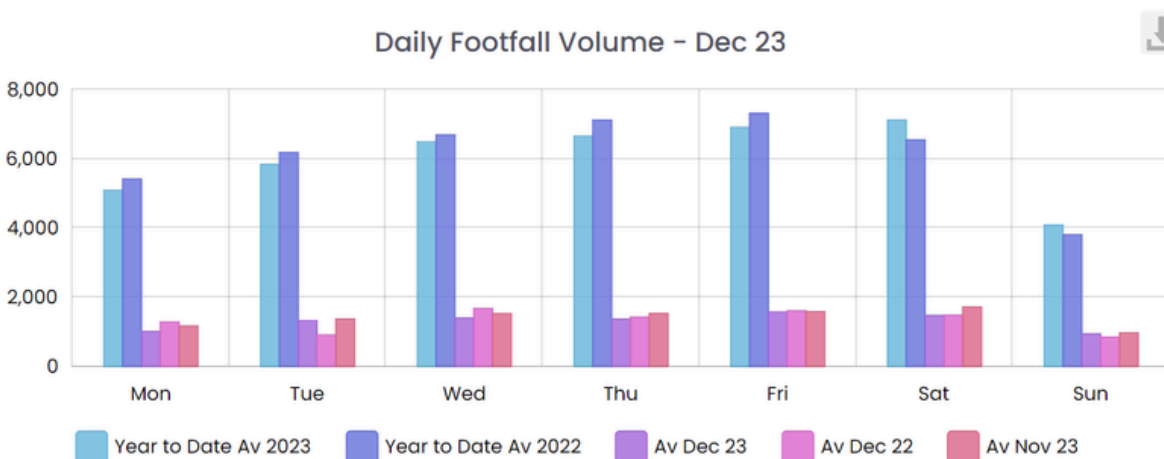
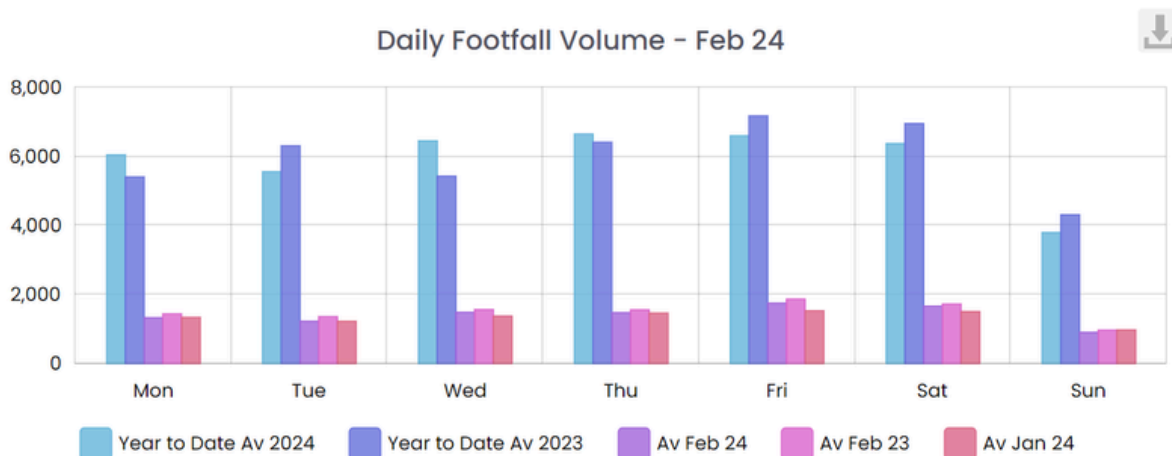
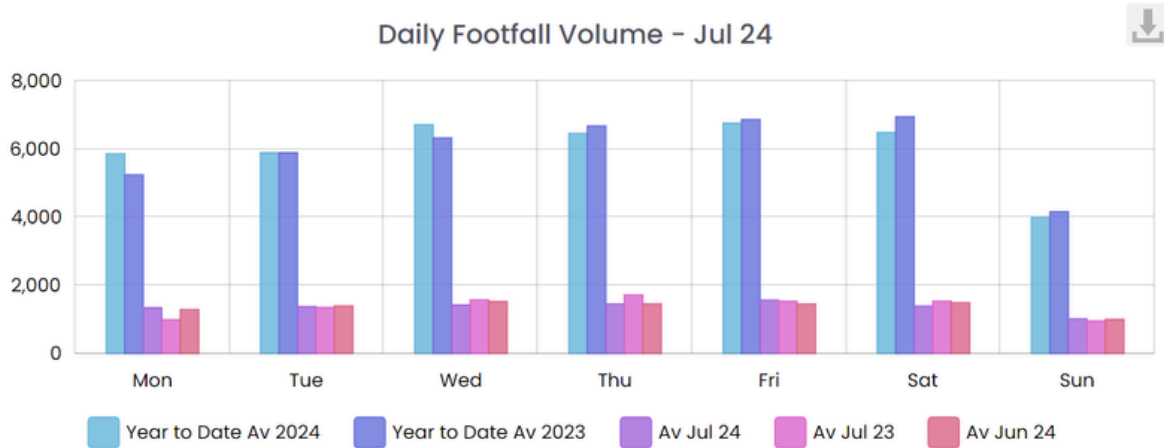
2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.2 Footfall

2.2.2.1 Newent Town Daily Footfall

The below charts show daily footfall for July 24, Feb 24 and Dec 23.



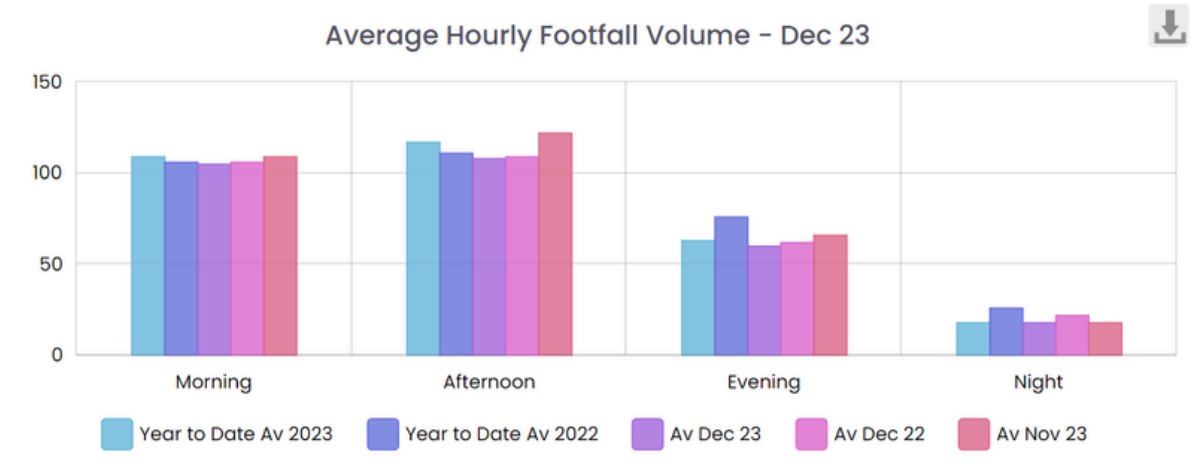
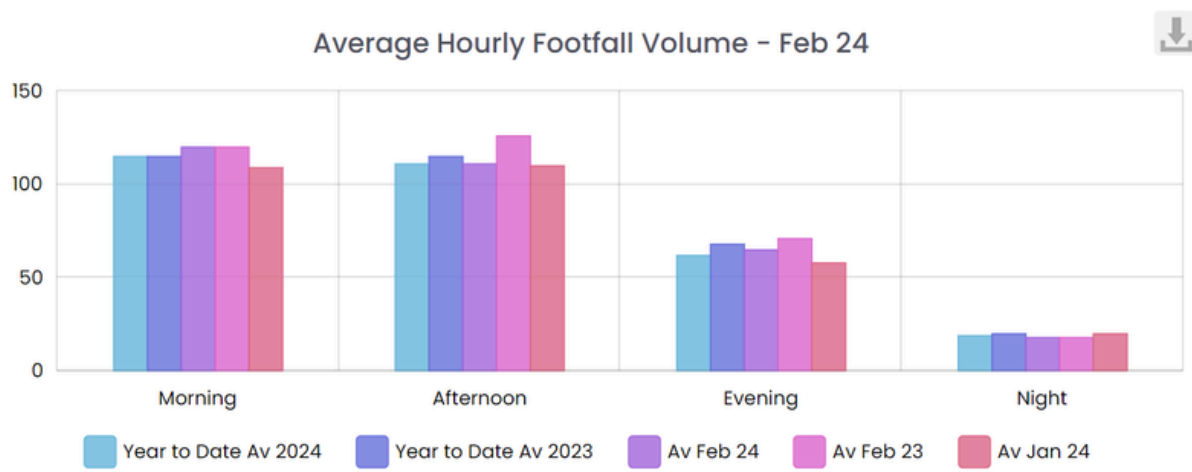
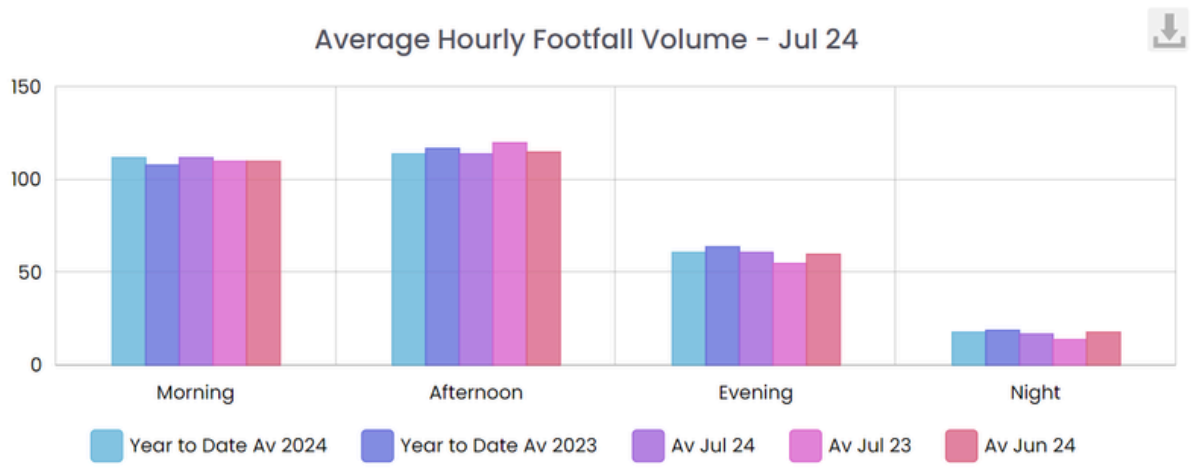
2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.2 Footfall

2.2.2.1 Newent Town Hourly Footfall

The below charts show hourly footfall for July 24, Feb 24 and Dec 23. Analysis of the full data set for every month between July 2023 and July 2024 shows the peak footfall hour in Newent is 10am - 11am. However, in the Winter months, November and January, the peak hour was later 3-4pm.

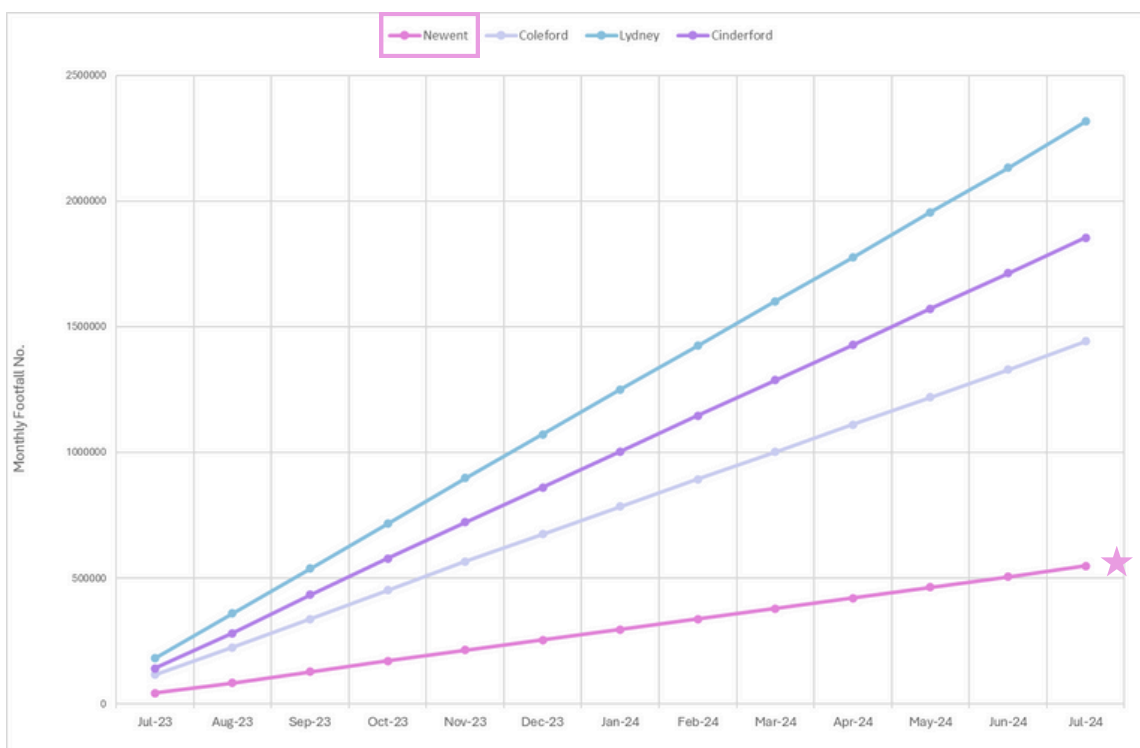


2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023 and post-pandemic town recovery.

2.2.2.2 Comparative Market Town Footfall Data

The below data shows comparative aggregated footfall data of the four market towns in the Forest of Dean.

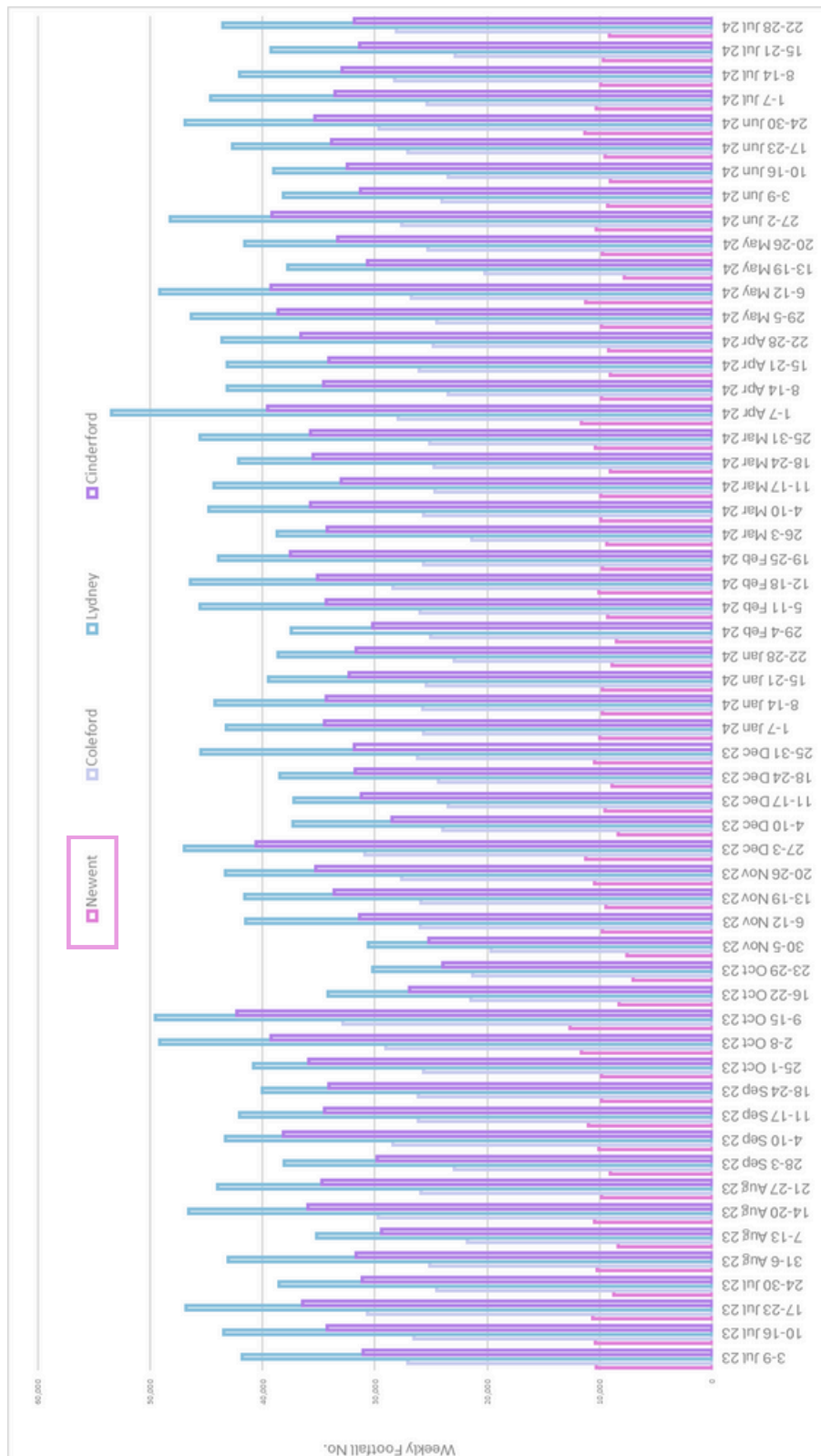


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The below data shows comparative aggregated footfall data of the four market towns in the Forest of Dean.

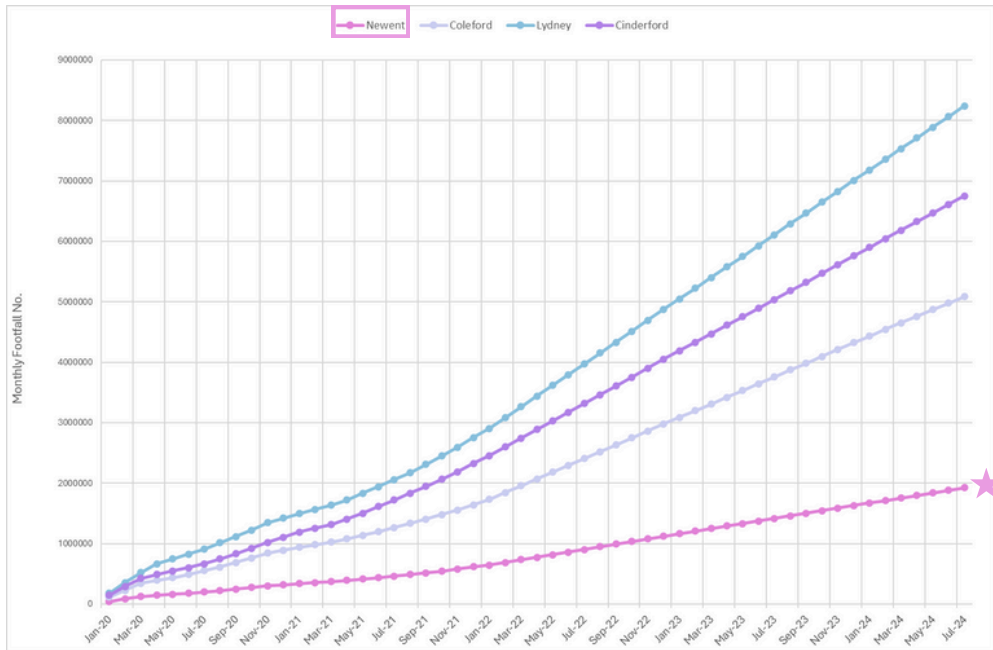


2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2022 - July 2023.

2.2.3 High Street Recovery

The graph below shows aggregated footfall trends in each market town since July 2020.



The chart below shows the footfall difference in Newent for 2023/24 when compared to the same months in 2019/20 (pre-pandemic). This data should be used as an indicator of post-pandemic town recovery, with an aim for footfall to be level or higher than 2019.

Year	Month	vs. 2019 (pre-pandemic)
2023	July	
	August	-7.9%
	September	-1.4%
	October	-6.1%
	November	-5.3%
	December	+1.9%

2024	January	-4.8%
	February	+4.1%
	March	-15.9%
	April	-9.4%
	May	-3.9%
	June	-7.6%
	July	-2.9%

2.3 Car Parking

This indicator refers to the off street public car park usage in and around the town centre. Parking plays a significant role in mobility, access and economic development of a town centre. Data for this indicator is extracted from car parking ticket sales data held by Forest of Dean District Council.

2.3.1 Car Parking Charges

In September 2011, the Forest of Dean District Council Cabinet made the decision to implement car parking charges, with charging commencing on 1 July 2012. In October 2019, the car parking charges were increased which came into effect in June 2020 (they were due to be implemented in April 2020, however this was delayed due to Covid-19). In February 2024, car parking charges were increased again but the first hour was agreed to be free.

1 hour - Free

2 hours - £1 (was 50p)

3 hours - £2 (was £1)

4 hours - £3 (was £1.50)

For more information about car parking charges in the Forest of Dean, visit: [Car Parks and Charges](#).

2.3.2 Monthly Car Parking Ticket Sales Data

The table below shows the recorded monthly figures for tickets purchased at Lewell St. car park's from July 2023 to July 2024. Car parking charges apply Monday to Saturday, 8am-6pm.

Lewell St. Car Park	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24
23 - 24	2865	4020	2999	2902	3567	2350	2373	3372	2780	3072	2534	2022	1946

2.3 Car Parking

This indicator refers to the off street public car park usage in and around the town centre. Parking plays a significant role in mobility, access and economic development of a town centre. Data for this indicator is extracted from car parking ticket sales data held by Forest of Dean District Council.

2.3.2 Annual Car Parking Ticket Sales Data

The table below shows annual ticket sales data for Lewell Street car park. Ticket sales this year are slightly less than last year and not yet recovered to pre-pandemic levels.

Annual Ticket Sales	Jul 18 – Jun 19	Jul 19 – Jun 20	Jul 20 – Jun 21	Jul 21 – Jun 22	Jul 22 – Jun 23	Jul 23 – Jun 24
Lewell Street Car Park	53,238	42,481	27,705	35,227	35,978	34,856

3. Diversity & Vitality of Place

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

The approach does not differentiate between the public, private and community/charity sectors as all contribute to the provision of services, products and overall experience of the town centre. This theme does not monitor consumer demand, expectations or their perceptions of the offer provided by the town centre.

3.1 Retail and Commercial Offer

- 3.1.1 Newent Use Class 2020-2023
- 3.1.2 National Chains
- 3.1.3 Markets

3.2 Culture and Leisure Offer

3.3 Events

3.4 Reported Crime



3.1 Retail and Commercial Offer

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

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. 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.

A detailed audit of all retail and commercial properties in Newent can be found in Appendix 2. 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, vacancies, or very slight variations on the area assessed.

3.1.1 Newent Use Class 2020 - 2023

The [Town and Country Planning \(Use Classes\) Order 1987](#) puts uses of land and buildings into various categories known as 'Use Classes' which are detailed in appendix 1. The chart below outlines the Use Classes of the buildings in Newent Town centre from 2020 - 2023.

Use Class	2020	2021	2022	2023	2024
E (Commercial business and service)	67	69	67	65	59
F.1 (Learning and Non-Residential Institutions)	3	3	4	4	4
F.2 (Community Hall/Recreation Spaces)	0	0	0	1	0
Sui Generis	10	10	10	7	10
C.1	N/A	N/A	N/A	1	2

3.1 Retail and Commercial Offer

This indicator keeps track of the range and variety of retail goods and 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 National Chains

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. The character and profile of a town often also 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 town centres.

Data collected by [Town and Place.AI](#) provides a breakdown of National Chain providers within each of the town centres.

The National Chains in Newent for this year are indicated below.

Chain	Category	Subcategory
COOP	Store	Grocery
SPAR	Store	Grocery

3.1 Retail and Commercial Offer

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

3.1.3 Markets

This indicator monitors the existence of regular markets in the town centre. Markets can be a major motivating factor for people to come to a town centre. The presence of a regular traditional market can add diversity to the retail offer of a town centre and 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.

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 growing catchment area.

The [National Market Traders Federation](#) has no record of any markets being held in Newent.

However the below markets are organised locally by the community:

- Weekly Market Stall - Thursdays
- Weekly Market - Friday
- Newent Monthly Market: 9.00 – 1.00pm, 3rd Saturday of every month
- Charity/Community Group Market Stalls – several throughout the year
- Market Stalls for Christmas Lights event – November 2022
- Market House Open Day - Every Saturday

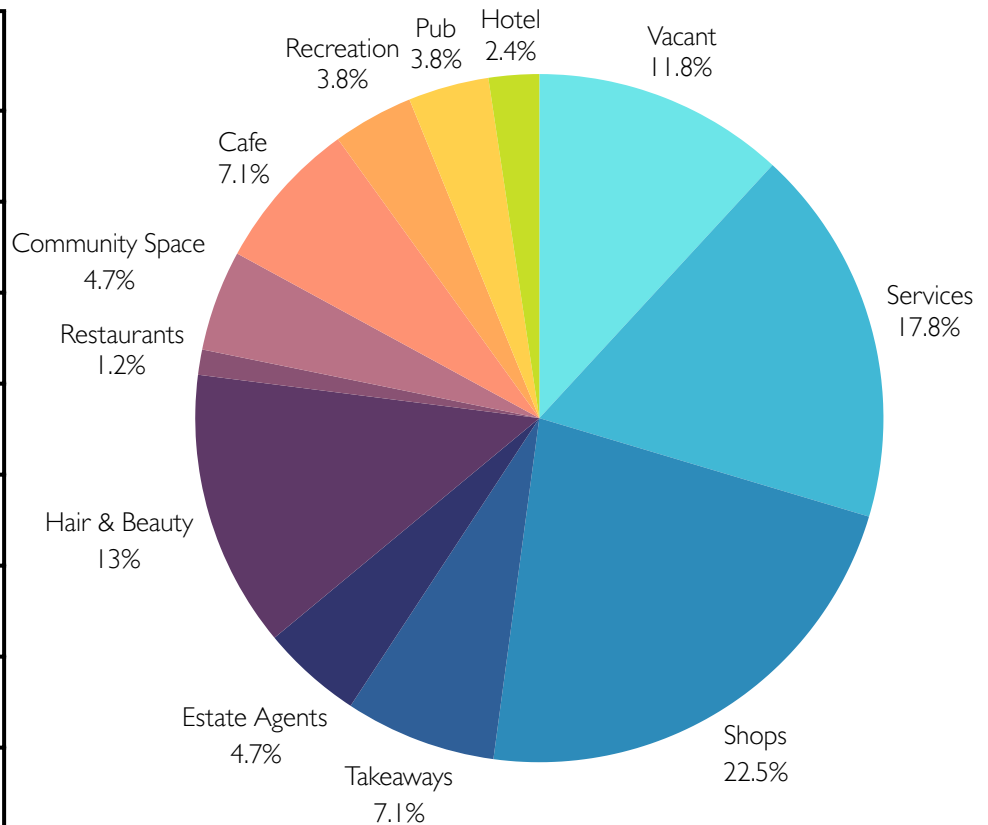
3.1 Retail and Commercial Offer

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

3.1.4 Retail Sector Analysis

The below information demonstrates how the retail and commercial offer is distributed in Newent town as of January 2024 when the retail audit was conducted.

Cafes	5
Community Space	4
Estate Agent	4
Hair & Beauty	11
Hotel	2
Office Space	0
Pub	3
Recreational	2
Restaurant	1
Shops	19
Services	17
Takeaway	6
Vacant	10



3.2 Culture and Leisure Offer

This indicator captures the characteristics of Newent town centre related to culture and leisure activities for enjoyment and social interaction, not just necessity.

Facilities	2023	Signposting Information
Art Galleries	1	The Secret Gallery
Art Centres	0	
Children's Play Area	1	Located next to Newent Lake
Cinema	0	
Community Halls	2	Memorial Hall Glebe Chapel
Community Garden	0	
Games / Arcades	0	
Gym	0	1 within walking distance of the town centre

3.2 Culture and Leisure Offer

This indicator captures the characteristics of Newent town centre related to culture and leisure activities for enjoyment, not just necessity.

Facilities	2023	Signposting information
Library	1	
Museum	1	The Museum of Board Games
Parks and Gardens	1	Newent Park & Lake
Restaurants / Cafe's	6	
Swimming Pool	0	1 within walking distance of the town centre
Take-away's	6	
Theatre	0	
Other Special Venues	2	The Growth Hub @ The Library
Local Tourism Attractions (out of town centre)	2	<ul style="list-style-type: none"> • Three Choirs Vineyard • Millennium Arboretum

3.3 Events

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

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). 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

May 2023

6th Kings Coronation Event

28 June - 15 July 2023

Secret Gallery Open Days

July 2023

14th Memorial Hall Friday Market

14th Dough Making Workshop

14th Coffee For Creatives

14th Cold Croft Shires

28th Pottery Workshop

29th Art Competition

August 2023

5th Glos Down Reggae Festival

12th Newent Art Competition Award Party

15th Make Your Own Lampshade Workshop

18th Coffee for Creatives

28th Family Fun Day

September 2023

10th Newent Car Show

20th Open Mic Night

29th Willow Workshop

October 2023

2-28 Art Show

21 Mend and Repair Cafe

28 Community Litter Pick

November 2023

2nd Plant a pot for Pudsey

4th Charity Fireworks

4th Newent Quilters Exhibition

12th Remembrance Parade and service

22 November - 30 December 2023

Forest of Dean Arts Collective

December 2023

2nd Christmas Lights Switch On

2nd Willow Star Workshop

4th Wellbeing Walk

6th Billy Elliot the Musical

9th Orchestra Christmas Concert

25th Community Christmas Lunch

26th Newent Annual Boxing Day Meet

January 2024

15th Wellbeing Walk

19th Charity Retro Pop Quiz

February 2024

3 Batale Project Fundraiser

March 2024

1-2 Art Show

8 String Fever in Concert

16 Barbershop Quartet

22 Spring Barn Dance

23rd Newent Spring Fayre

24th Guided Daffodil Walk

April 2024

3 Spring Art Expedition

4 Onion Hunt

13 Retro Pop Quiz

May 2024

6 Dymock Duck Race

11 Church Grand Opening

18 Market House Open Day

29 Art Exhibition

June 2024

15 Mend and Repair Cafe

15 Meet the Artists

21 Bingo Night

July 2024

13th Newent Food & Drink Festival at Newent Lake

14th Charity Fundraiser Event

20th Mend and Repair Cafe

20th New Hights Festival

3.4 Reported Crime

This indicator monitors the number of reported crimes in Newent town centre using data from the [Police UK website](#).

From July 2022 - July 2023, a total of 107 crimes were reported to the police. When compared to last year's data, reported crime in Newent has decreased by -35.4%.

The data below is taken from the [Police UK 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.

	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Total
Violence and Sexual Offences	6	2	3	2	4	2	1	-	8	-	2	-	6	30
Anti-Social Behaviour	1	-	1	2	2	-	-	-	1	2	1	1	5	11
Criminal Damage and Arson	-	1	-	1	-	-	1	1	-	-	-	-	1	4
Vehicle Crime	-	1	-	1	-	1	1	-	-	-	-	-	-	4
Burglary	-	-	-	-	-	2	-	-	-	-	-	2	-	4
Other Theft	-	-	1	-	-	-	1	-	-	-	-	1	-	3
Drugs	-	-	-	-	-	-	-	-	4	-	-	-	-	4

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3.4 Reported Crime

This indicator monitors the number of reported crimes in Newent Town Centre using data from the Police UK [website](#).

	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Total
Robbery	-	1	-	-	1	-	-	-	-	-	-	-	-	2
Shoplifting	-	3	2	-	-	-	-	2	-	-	1	-	-	8
Other Crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Order	1	4	-	1	2	1	2	1	-	-	5	-	-	17
Theft from a Person	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Possession of a Weapon	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total TY	8	12	7	7	9	6	6	4	13	2	9	4	12	99
Total LY	15	8	4	19	9	5	8	8	8	4	6	5	8	107
Difference	-7	+4	+3	-12	0	+1	-2	-4	+5	-2	+3	-1	+4	-7.7%

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, too, will include changes in the number of charity shops or vacant retail units.

On the other hand, more 'dynamic' elements such as evidence of partnership working or active management of the evening economy offer insights into the town centre's willingness to pull together and adopt a **purposeful** way forward to make it a more sustainably prosperous place regardless of the level of resources at its disposal.

4.1 Town Centre Investments

4.2 Vacant Retail Units

4.3 Charity Shops

4.4 Evening and Night Time Economy



4.1 Town Centre Investments

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.

Newent has not received any significant town centre investment since June 2023, when the refurbishment of the prominent Grade II listed Market House building in the centre of Newent was complete. It is used as a visitor information centre for several months throughout the year.

4.2 Vacant Retail Units

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.

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. 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. To note, the national average high street vacancy rate in Q4 2023 was 13.9%.

4.2.1 Vacant Retail Units

The chart below summarises the amount of vacant retail units in Newent as of January 2024 when the retail audit was conducted. To note, the national average high street vacancy rate in Q4 2023 was 14%.

Year	Vacant Unit Qty	Units Surveyed	% of Vacant Units
2024	10	87	11.8%
2023	16	93	17.1%
2022	12	94	12.8%

5.2.2 List of Vacant Units in Newent

See below the list of vacant retail units within Newent town centre boundary as of August 2024.

- 19 Church St.
- 1 Culver St
- 14 Church St.
- The Golden Combe, High St.
- 2 Broad St.
- 5 Broad St.
- 7 Broad St.
- 15 Broad St.
- 27B Broad St
- 35 Broad St..

4.3 Charity Shops

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

Charity shops fill an important gap in the retail offer of any town centre. They provide a valuable reuse and recycling function, reducing the volume of waste going to landfill and bringing in valuable income for worthy causes. The council's Sustainable Economy strategy sets out to promote the circular economy in the district and encourage residents to re-use and recycle their textiles and household items. Charity shops are an essential part of promoting the circular economy.

As well as their environmental benefits, charity shops are cutting across social and demographic boundaries in attracting customers, providing affordable and specialist items. During the cost of living crisis, these stores add significant value to local residents who can't or may not want to buy new items. This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.

The chart's below summarise charity shops in Newent town centre for 2024 and previous years.

2008	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
4	3	3	3	3	3	3	4	3	3	3	3	3

2021	2022	2023	2024
Shambles Charity Shop, 22 Church Road	Shambles Charity Shop, 22 Church Road	Shambles Charity Shop, 22 Church Road	Shambles Charity Shop, 22 Church Road
New Start Cat Rescue Charity, 11 Church Street	New Start Cat Rescue Charity, 11 Church Street	New Start Cat Rescue Charity, 11 Church Street	New Start Cat Rescue Charity, 11 Church Street
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street	Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street	Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street	Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

4.4 Evening and Night Time Economy

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

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

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. In many cases, the town centre attracts a completely different demographic of customers in the evening to those who visit the high street during the daytime.

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.

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.

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.

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

Outlined below are a list of town centre venues which generate revenue for the evening and night time economy in Newent:

The Black Dog	Church Street	The Black Dog
7	Church Street	Cobblers Small Pub
George Hotel	Church Street	Pub/Hotel
34	Broad Street	The Newent Tandoori
25	Broad Street	Newent Circle Club

APPENDICES.

1 Use Class Orders

2 Newent Retail and Commercial Unit Audit

I Use Class Order

The changes amend the Use Classes Order 1987 and took effect on 1 September 2020. This is a guide to the changes in the various Use Classes and the unit types that they represent.

Use	Old Use Class	New Use Class
Shops	A1	E
Financial and Professional Services	A2	E
Food and Drink	A3	E
Business (office, research and development, light industrial process)	B1	E
Non-residential Institutions (medical or health services, creches, day nurseries and centres)	D1	E
Assembly and Leisure (indoor sport, recreation or fitness, gyms)	D2	E
Non-Residential Institutions (education, art gallery, museum, public library, public exhibition hall, places of worship, law courts)	D1	F1
Shops no larger than 280m ² (selling mostly essential goods and at least 1 km from other similar shops)	A1	F2
Community Hall, outdoor sport/recreation, indoor or outdoor swimming pool, skating rink	A1	F2
Public House, wine bar, drinking establishments	A4	Sui Generis
Hot Food Takeaway	A5	Sui Generis
Cinema, Concert Hall, Bingo Hall, Dance Hall, Live Music Venue	D2	Sui Generis

2 Newent Retail Unit Audit

As of August 2024, the businesses below occupied the retail and commercial outlets in Newent Town Centre.

The lines highlighted in **green** show a change in occupancy or new vacant commercial unit for this year.

No/Name	Address	Service	Use Class	Sector
St Mary's Church	Church Street	Church	F.1	Community Space
The Black Dog	Church Street	The Black Dog	Sui Generis	Pub
1	Church Street	Newent Kebab & Pizza	Sui Generis	Takeaway
2	Church Street	Gooch Sports	E	Shop
3	Church Street	Bombay Kitchen	Sui Generis	Takeaway
5	Church Street	Nerds Barbers	E	Hair & Beauty
6	Church Street	Seymour News	E	Shop
7	Church Street	Cobblers Small Pub	Sui Generis	Pub
8	Church Street	The Patchwork Basket	E	Shop
9	Church Street	Errols Sandwich Shop	E	Shop
10	Church Street	The Runcible Spoon	E	Café
11	Church Street	New Start Cat Rescue	E	Shop
12	Church Street	Ideal Carpets	E	Shop
16	Church Street	Pilates Studio	E	Health & Wellbeing
17	Church Street	Newent Barbers Shop	E	Hair & Beauty
18	Church Street	Errols Court Yard Café	E	Café
19	Church Street	Vacant	Vacant	Vacant
21	Church Street	Newent Hair and Beauty	E	Hair & Beauty
22	Church Street	Shambles Charity Shop	E	Shop
24	Church Street	DFEGA Solicitors	E	Service
47	Church Street	Time Hairdressing	E	Hair & Beauty
13A	Church Street	Sizzling Wok Chinese Takeaway	Sui Generis	Takeaway
13B	Church Street	AJ Barbers	E	Hair & Beauty
14	Church Street	Vacant	E	Vacant
Albion House	Church Street	Air BNB	C1	Hotel
George Hotel	Church Street	George Pub/Hotel	C1	Hotel
Shambles Retail Village	Church Street	Old Nicks Tattoo and Art Studio	E	Service
Shambles Retail Village	Church Street	Blonde Hair Design & Colour	E	Hair & Beauty
Shambles Retail Village	Church Street	Newent Dog Spa	E	Service

2 Newent Retail Unit Audit

As of August 2024, the businesses below occupied the retail and commercial outlets in Newent Town Centre.

No/Name	Address	Service	Use Class	Sector
Shambles Retail Village	Church Street	Mayo Property Management	E	Estate Agent
Shambles Retail Village	Church Street	Wellness Barn	E	Health & Wellbeing
Shambles Retail Village	Church Street	Dollhouse Vintage	E	Shop
Shambles Retail Village	Church Street	Museum of board games	F.I	Recreational
The Shambles Village	Church Street	The Secret Gallery	F.I	Recreational
Shambles Retail Village	Nicholson House, Court Lane	Rag Sourcing	E	Service
1	Culver Street	Vacant	Vacant	Vacant
2	Court Lane	Total Design Ltd Architects	E	Service
3	Court Lane	Redz Hair, Health & Beauty	E	Hair & Beauty
4	Court Lane	NDC Dental Care	E	Service
20	Culver Street	Perpetua Print and Design	E	Service
25	Culver Street	Newent Blacksmiths Markeys & Sons	E	Service
The Old Chapel	Culver Street	Smiths of Newent Antiques Auctions	E	Service
Memorial Hall	Bury Bar Lane	Memorial Hall	F.I	Community Space
Harwood House	Market Square	Bookstear Tailoring	E	Service
Newent Town Hall	Market Square	Town Hall	E	Community Space
Wyedean Healthfoods	Market Square	Wyedean Healthfoods	E	Shop
Manchester House	High Street	The Co-operative Food	E	Shop
Lewell House	High Street	Nico's Hair	E	Hair & Beauty
1	High Street	Naylor Powell Estate Agents	E	Estate Agent
3	High Street	G.D. Parker DIY Supplies and Hardware	E	Shop
4A	High Street	Coventry Building Society	E	Service
4B	High Street	Steve Gooch Estate Agents	E	Estate Agent
Good News Centre	High Street	The Ark	E	Café
The Golden Combe	High Street	Vacant	Vacant	Vacant
Holts Health Centre	Watery Lane	Health Centre	E	Service
Library	Broad Street	Library	F.I	Community Space
1	Broad Street	SPAR	E	Shop
1A	Broad Street	Cut Above	E	Hair & Beauty
2	Broad Street	Vacant	Vacant	Vacant

2 Newent Retail Unit Audit

As of August 2024, the businesses below occupied the retail and commercial outlets in Newent Town Centre.

No/Name	Address	Service	Use Class	Sector
3	Broad Street	Ashton and Daniel Optometrist	E	Service
4	Broad Street	Crusty Loaf	E	Shop
5	Broad Street	Vacant	Vacant	Vacant
7	Broad Street	Vacant	Vacant	Vacant
8	Broad Street	Vacant (Bank House)		Residential
10	Broad Street	Easy Living Solutions Ltd	E	Service
10A	Broad Street	VIP Nails	E	Hair & Beauty
12	Broad Street	Manna House Café	E	Café
13	Broad Street	Flowercraft Florist	E	Shop
14	Broad Street	The Tudor Fish and Chip Shop	Sui Generis	Takeaway
15	Broad Street	Vacant	Vacant	Vacant
16	Broad Street	Smiths of Newent Estate Agents	E	Estate Agent
19	Broad Street	Day Lewis Pharmacy	E	Service
21	Broad Street	Willow House	E	Shop
23	Broad Street	Country Corner Clothes	E	Shop
25	Broad Street	Newent Circle Club	E	Pub
27A	Broad Street	Premier Express Convenience Store	E	Shop
27B	Broad Street	Vacant	Vacant	Vacant
29	Broad Street	Smith's Funeral Services	E	Service
32A	Broad Street	GMT Computing	E	Service
32B	Broad Street	Broadys Hair & Beauty	E	Hair & Beauty
33	Broad Street	Ingrams	E	Shop
34	Broad Street	The Newent Tandoori	Sui Generis	Restaurant
35	Broad Street	Vacant	Vacant	Vacant
36	Broad Street	The Chillout Zone	E	Café
37	Broad Street	Zaza Pizza	Sui Generis	Takeaway
39	Broad Street	Great Oaks Dean Forest Hospice Charity Shop	E	Shop
43	Broad Street	Kam Wah Chinese Takeaway	Sui Generis	Takeaway