



Newent Town

Annual Town Centre Monitoring Report July 2022 - July 2023

Presented by:

Forest of Dean District Council



Forest of Dean
— DISTRICT COUNCIL —



Table of Contents

1) Introduction 3

Successful Town Centres: Developing Effective Strategies

The Town Centre Boundary

2) People and Footfall 6

2.1 Local Demographics

2.2 Footfall and Visitors

2.3 Car Parking

3) Diversity and Vitality of Place 16

3.1 Retail & Commercial Offer

3.2 Markets & Events

3.3 Culture & Leisure

3.4 Reported Crime

4) Economic Characteristics 25

4.1 Charity Shops

4.2 Vacant Retail Units

4.3 Town Investments

4.4 Evening & Night Time Economy

Appendices 30

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 2022 to July 2023.

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 Lydney 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 Lydney 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.

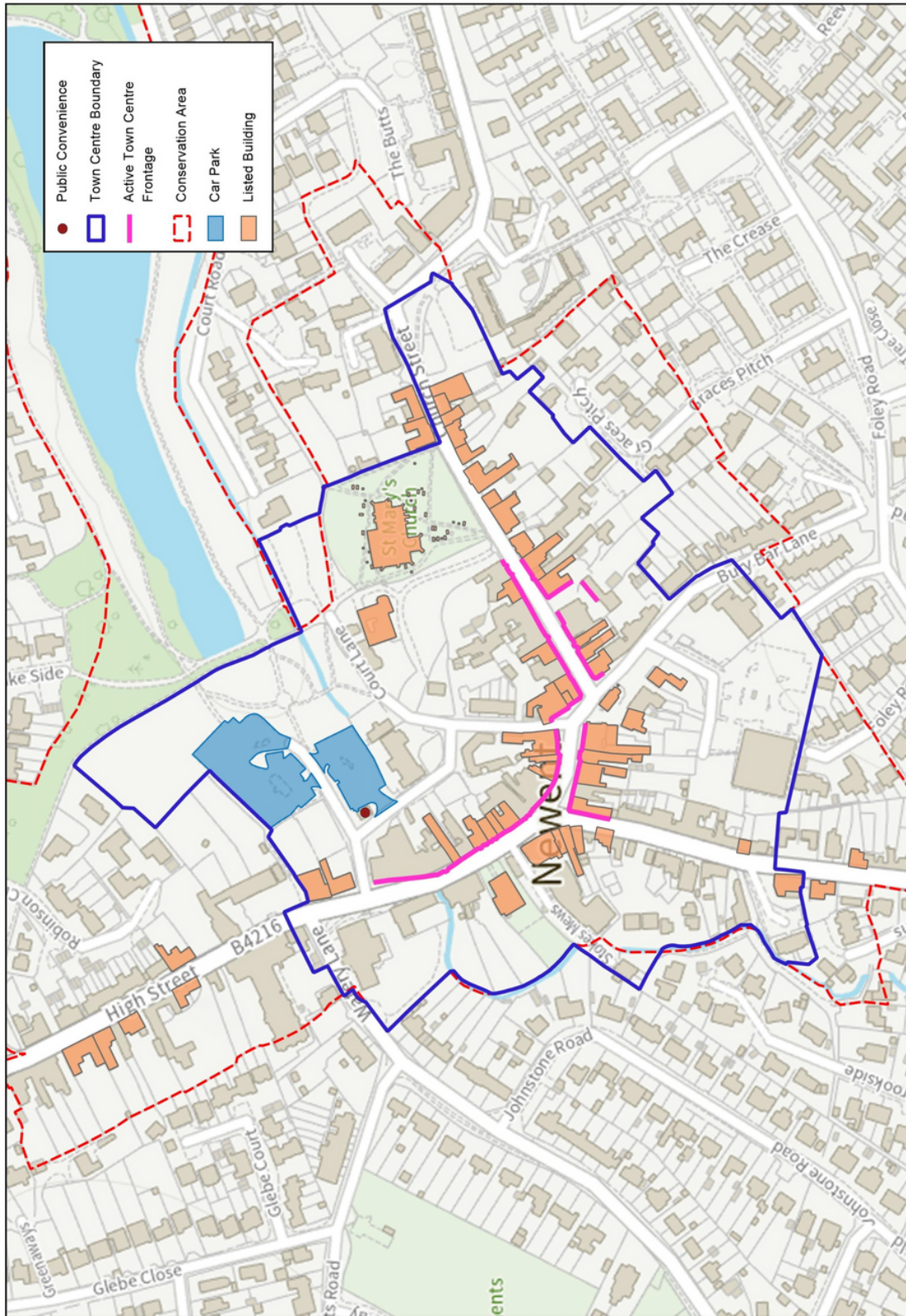
The toolkit advises that a number of indicators are assessed, including but not limited to:

- 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 in terms of community cohesion 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 2022 - July 2023, the town centre received around 13,260 unique visitors a month.
- Visitors peaked in July 2023 with 21,872 unique visitors vs 11,958 in July 2022 (almost +10,000 visitors year-on-year). Visitors dipped in January & February 23 when Newent received around only 8,400 visitors in January and 6,900 in February.

2.2.1.2 Local Loyalty

- On average, 53.7% of residents with a GL15 postcode visit the town centre every month and 70% of all visitors live within a 10-mile radius. Of all four Forest towns, Newent has the lowest percentage of residents regularly using it's town centre.
- Within the Forest of Dean District, Mitcheldean is the most loyal neighbouring town to Newent (around 1600 visitors a month). Mitcheldean is also the most loyal neighbouring town to Cinderford. Of the four market towns in the Forest of Dean, Cinderford is the most loyal town to Newent, however visitor number is low (around 300 visitors a month).

2.2 Visitor and Footfall Data

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

2.2.1.2 Local Loyalty ctd.

- Newent receives regular visitors from GL19, HR8 and HR9 postcodes - Hartpury, Ledbury and Ross-on-Wye. Combined, they bring around 500 -3,000 visitors a month to the town depending on the time of the year.

2.2.1 Visitor Trends and Insights

2.2.1.3 UK Visitor Information

- On average, 29% of visitors to Newent live over 10 miles away. In the peak visiting months of May, June and July (2023), on average 41% of visitors were from over 10 miles away.
- In Summer 2023 (May, June, July), the number of non-local postcodes visiting Newent from over 50 miles away increased significantly (vs 2022) - suggesting tourism in Newent is increasing year-on-year (YOY).
- From over 50 miles away, Newent received monthly visitors from Coventry, Portsmouth, Reading, London and Bridgewater.
- Whilst visitors to Newent are increasing, the town received significantly less visitors from over 50 miles away when compared to the other three market towns. For example, in July 2023 Lydney received visits from around 130 different postcodes, whereas Newent received just 29.

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 2023*. This data is helpful as you can see the year-on-year difference in footfall for each month. Footfall in Newent has increased by +19.3% when compared to the same time period last year. Highlighted in yellow are peak footfall months (+42k) since June 2020.

Newent Footfall June 2020 - July 2023	20/21	21/22	22/23	23/24
June	18,729	26,142	39,754	42,335
July	22,235	25,341	40,638	42,549
August	26,116	27,048	38,178	
September	28,670	30,544	41,935	
October	26,405	35,193	41,947	
November	17,382	36,305	41,817	
December	19,014	30,893	41,641	
January	16,846	31,219	42,160	
February	15,359	32,416	37,085	
March	23,110	36,981	41,886	
April	20,554	38,521	40,545	
May	20,784	40,005	40,638	

*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.

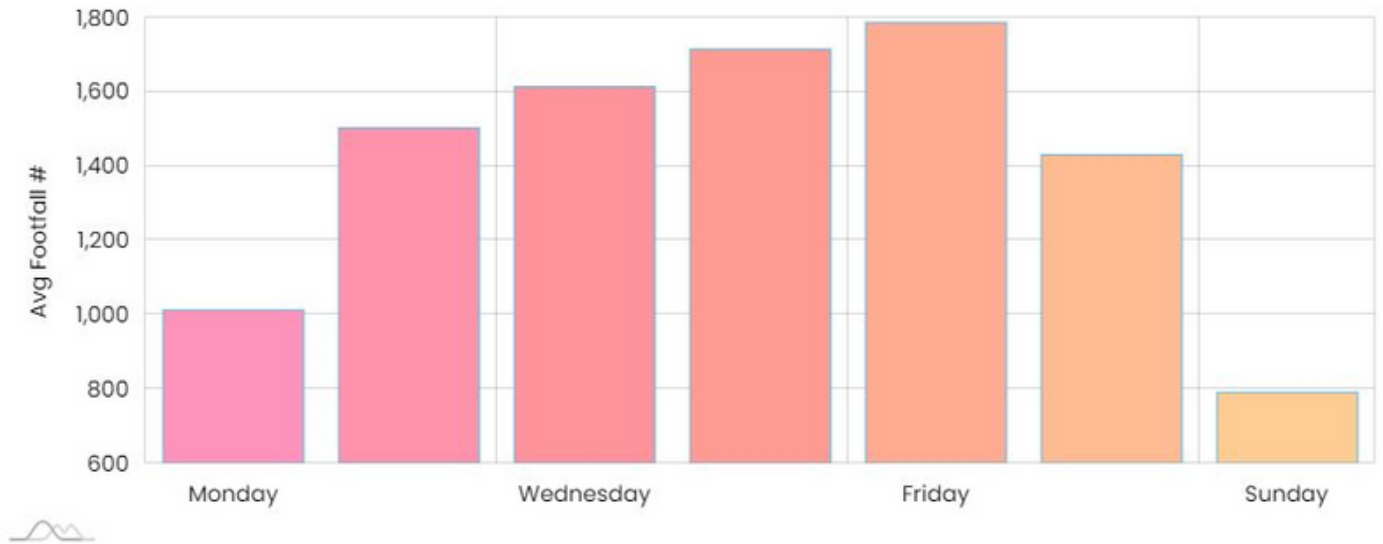
2.2 Visitor and Footfall Data

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

Friday is the busiest day in Newent town. Closely followed by Thursday and Saturday. Sunday is the quietest day.

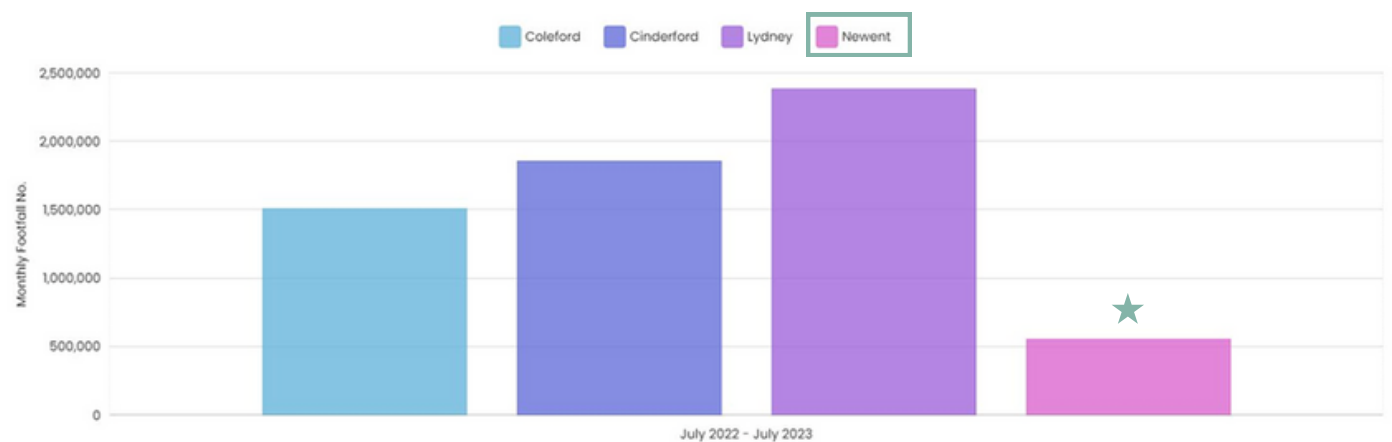
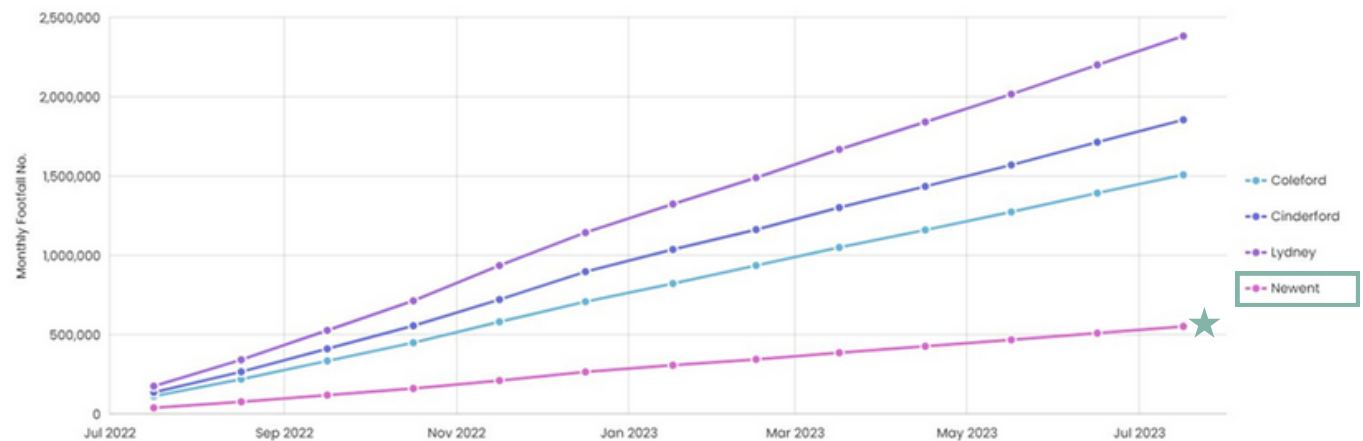
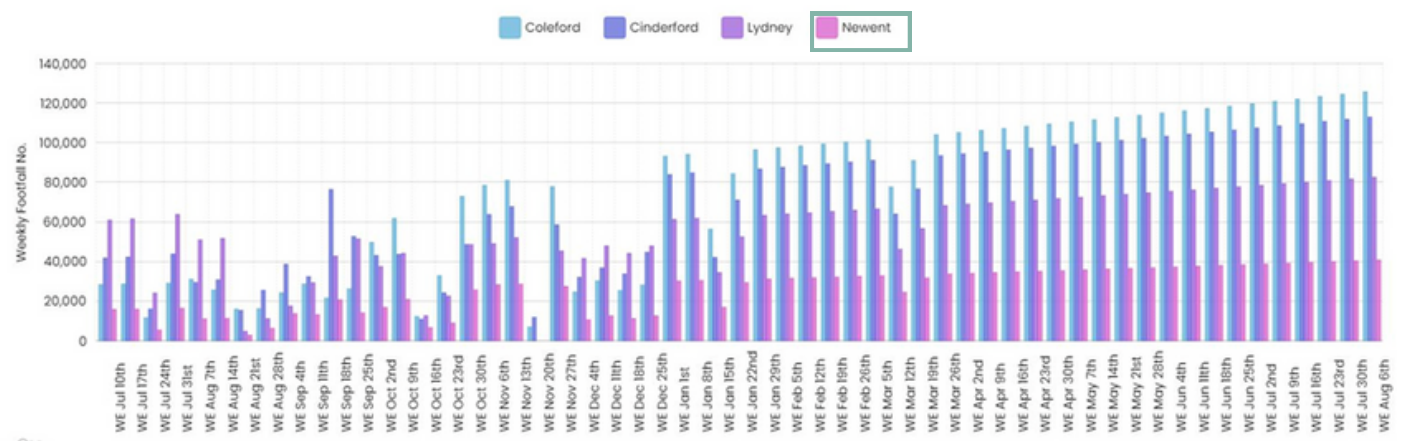


2.2 Visitor and Footfall Data

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. Positively, footfall in all four towns is increasing every month. Lydney, Cinderford and Coleford have seen a significant increase in footfall over the last year, whereas Newent has had a slower incline.

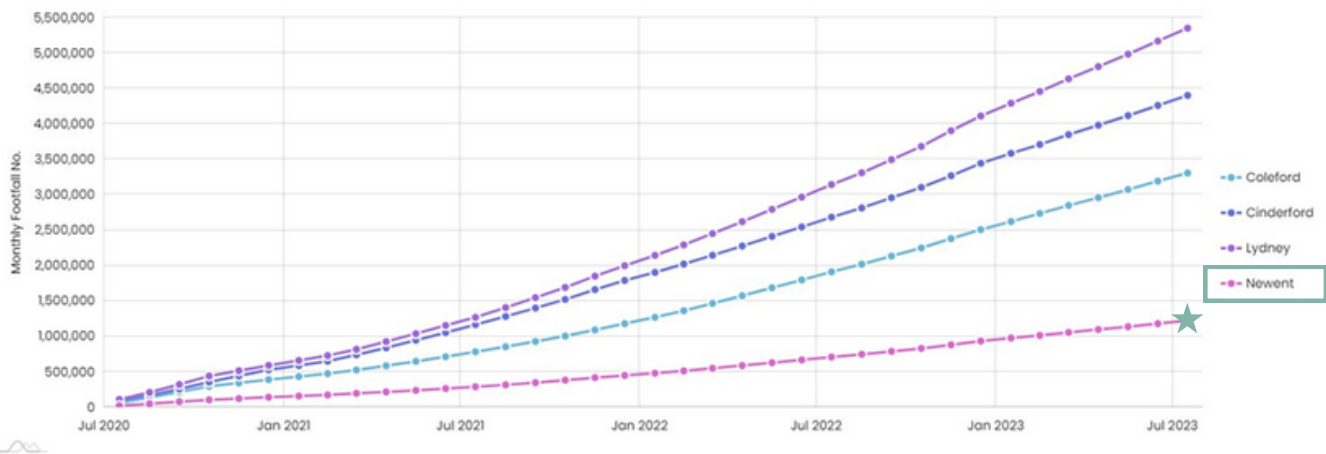


2.2 Visitor and Footfall Data

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 footfall in each market town has continued to grow since the pandemic, indicating signs of recovery however growth in Newent has been significantly slower.



The chart below shows the footfall difference in Newent for 2022/23 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)
2022	July	-0.65%
	August	-2.74%
	September	-2.99%
	October	-4.17%
	November	-5.25%
	December	-0.95%

2023	January	-4.07% (vs 20)
	February	-3.49% (vs 20)
	March	-3.8%
	April	-3.24%
	May	-3.09%
	June	+2.54%
	July	+4.02%

2.3 Car Parking

This indicator refers to the 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).

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 2022 to July 2023. Car parking charges apply Monday to Saturday, 8am-6pm.

Lewell St. Car Park	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23
22-23	2927	3244	3460	2783	2926	2693	2567	2940	3334	2862	2827	3415	2865

2.3 Car Parking

This indicator refers to the 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. Although ticket sales are not yet back to pre-pandemic levels, they are increasing year-on-year. For ticket sales to be pre-covid level, Lewell Street car park would need to sell approx. +17,000 more tickets annually.

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

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

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
- Monthly Artisan Market – 3rd Saturdays of the month
- Charity/Community Group Market Stalls – several throughout the year
- Market Stalls for Christmas Lights event – November 2022

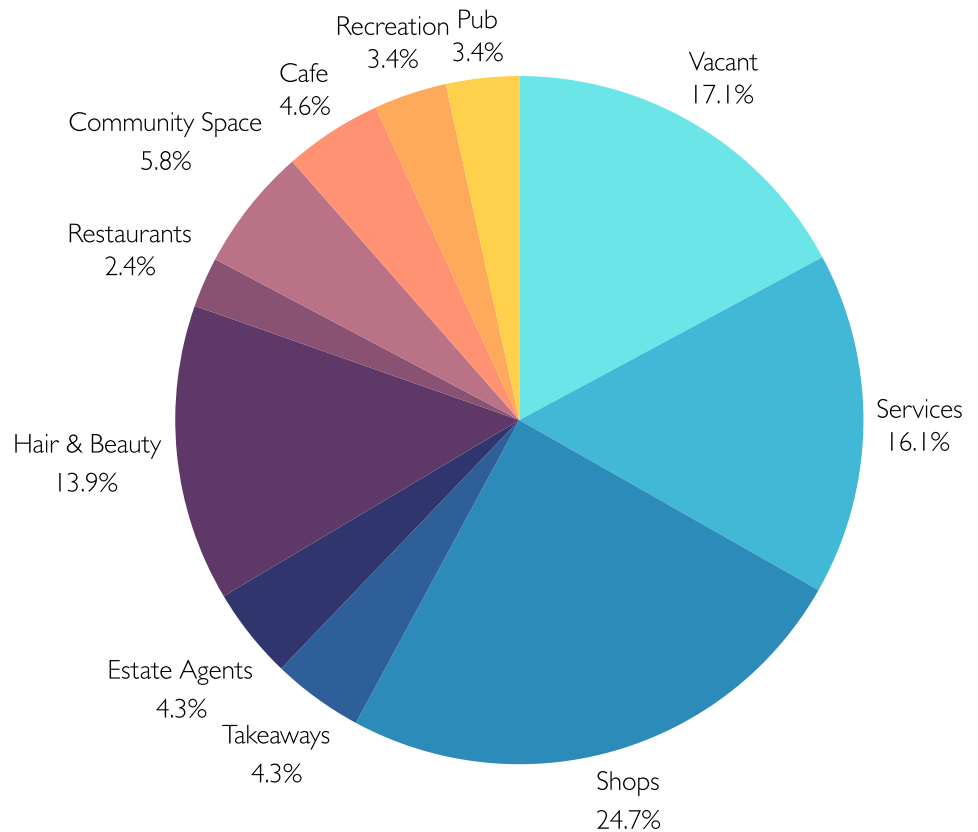
3.1 Retail and Commercial Offer

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	4
Community Space	5
Estate Agent	4
Hair & Beauty	13
Hotel	1
Office Space	0
Pub	3
Recreational	3
Restaurant	2
Shops	23
Services	15
Takeaway	4
Vacant	16



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
Restaurants / Cafe's	7	
Swimming Pool	0	1 within walking distance of the town centre
Take-away's	4	
Theatre	0	
Other Special Venues	2	The Growth Hub @ The Library Tourist Information @ 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

September 2022

Commemoration of Queen Elizabeth II & Proclamation of King Charles III
Heritage Open Days – Market House

November 2022

Remembrance Parade
Christmas Lights Switch-on Event

July 2023

Shire Horses Charity event – Newent Lake

Community litter picks, flower tub planting & maintenance are also organised at various times throughout the year.

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 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Total
Violence and Sexual Offences	5	3	1	6	4	1	2	1	4	2	3	2	6	40
Anti-Social Behaviour	3	2	2	1	1	-	2	2	1	-	-	-	1	15
Criminal Damage and Arson	1	1	-	1	1	1	1	-	-	1	-	-	-	7
Vehicle Crime	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Burglary	-	1	-	-	-	-	-	-	-	-	-	1	-	2
Other Theft	-	-	-	2	-	-	1	-	2	-	2	-	-	7
Drugs	1	-	-	-	1	1	-	-	-	-	1	-	-	4

Ctd. on next page...

3.4 Reported Crime

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

	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Total
Robbery	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shoplifting	-	-	-	5	1	1	-	1	-	-	-	-	-	8
Other Crime	-	-	-	1	-	-	-	2	-	-	-	1	-	4
Public Order	5	1	1	3	-	1	2	2	1	1	-	-	1	18
Theft from a Person	-	-	-	-	1	-	-	-	-	-	-	1	-	2
Possession of a Weapon	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total TY	15	8	4	19	9	5	8	8	8	4	6	5	8	107
Total LY	22	6	13	10	7	7	14	9	12	14	12	12	15	153
Difference	-7	+2	-9	+9	+2	-2	-6	-1	-4	-10	-6	-7	-7	-35.4%

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.

4.1.1 Market House Refurbishment

In June 2023, refurbishment of the prominent Grade II listed Market House building in the centre of Newent was complete. The Market House is a significant point of interest in Newent town centre and dates back to the 17th Century. It is used as a visitor information centre for several months throughout the year.



4.2 Vacant Retail Units

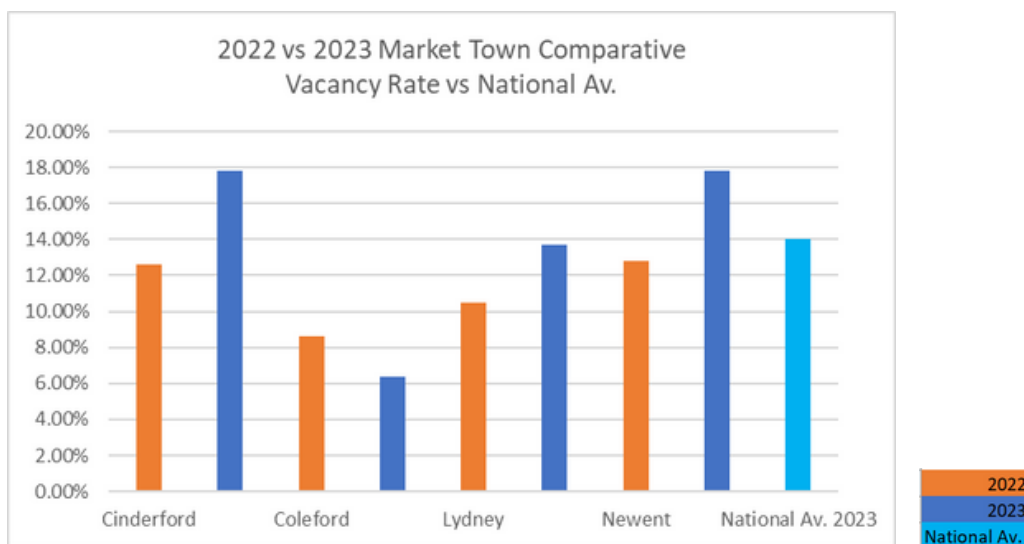
This indicator monitors changes in a town centre’s vacant retail units. An increase in vacant retail units in town centres has traditionally been linked to economic decline both locally and nationally.

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. There are 4 more vacant properties than were recorded in 2022. To note, the national average high street vacancy rate in Q4 2023 was 14%.

Year	Vacant Unit Qty	Units Surveyed	% of Vacant Units
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 January 2023.

- | | | |
|----------------------------------|----------------------------|---------------|
| 9 Church St | The Golden Combe, High St. | 35 Broad St. |
| 19 Church St. | 2 Broad St. | 37A Broad St. |
| 29/30 Church St. | 5A Broad St. | |
| Shambles Retail Village x4 Units | 21 Broad St. | |
| 1 Market Square | 27B 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 2023 and previous years.

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

2022	2021	2023
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
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
3	Church Street	Bombay Kitchen
7	Church Street	Cobblers Small Pub
George Hotel	Church Street	Pub/Hotel
34	Broad Street	The Newent Tandoori

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 1km 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 January 2024, the businesses below occupied the retail and commercial outlets in Newent Town Centre.

No/Name	Address	Service	Use Class
St Mary's Church	Church Street	Church	F1
The Black Dog	Church Street	The Black Dog	Sui Generis
1	Church Street	Newent Kebab & Pizza	Sui Generis
2	Church Street	Gooch Sports	E
3	Church Street	Bombay Kitchen	Sui Generis
5	Church Street	Nerds Barbers	E
6	Church Street	Seymour News	E
7	Church Street	Cobblers Small Pub	Sui Generis
8	Church Street	The Patchwork Basket	E
9	Church Street	Vacant	Vacant
10	Church Street	The Runcible Spoon	E
11	Church Street	New Start Cat Rescue	E
12	Church Street	Ideal Carpets	E
17	Church Street	Newent Barbers Shop	E
16-18	Church Street	Errol's Sandwich Shop	E
19	Church Street	Vacant	Vacant
21	Church Street	Newent Hair and Beauty	E
22	Church Street	Shambles Charity Shop	E
24	Church Street	DFEGA Solicitors	E
47	Church Street	Time Hairdressing	E
13A	Church Street	Sizzling Wok Chinese Takeaway	Sui Generis
13B	Church Street	AJ Barbers	E
14/16	Church Street	The Stock Exchange - Clothes/bags	E
16/18	Church Street	Errol's Courtyard Café	E

2 Newent Retail Unit Audit

As of December 2023, the businesses below occupied the retail and commercial outlets in Newent Town Centre.

No/Name	Address	Service	Use Class
29/30	Church Street	Vacant	Vacant
George Hotel	Church Street	Pub/Hotel	Sui Generis
Shambles Retail Village	Church Street	Old Nicks Tattoo and Art Studio	E
Shambles Retail Village	Church Street	Blonde Hair Design & Colour	E
Shambles Retail Village	Church Street	Vacant	Vacant
Shambles Retail Village	Church Street	Newent Dog Spa	E
Shambles Retail Village	Church Street	Vacant	Vacant
Shambles Retail Village	Church Street	Mayo Property Management	E
Shambles Retail Village	Church Street	Vacant	Vacant
Shambles Retail Village	Church Street	Wellness Barn	E
Shambles Retail Village	Church Street	Dollhouse Vintage	E
Shambles Retail Village	Church Street	Museum of board games	F.1
The Shambles Village	Church Street	Vacant	Vacant
The Shambles Village	Church Street	The Secret Gallery	F.1
Shambles Retail Village	Nicholson House, Court Lane	Rag Sourcing	E
1	Culver Street	Buttery Tea Rooms	E
2	Court Lane	Total Design Ltd Architects	E
3	Court Lane	Redz Health & Beauty	E
5	Court Lane	Redz Hairdressing	E
4	Court Lane	NDC Dental Care	E
20	Culver Street	Perpetua Print and Design	E
25	Culver Street	Newent Blacksmiths Markeys & Sons	E
The Old Chapel	Culver Street	Smiths of Newent Antiques Auctions	E
Memorial Hall	Bury Bar Lane	Memorial Hall	F.1
1	Market Square	Vacant	Vacant

2 Newent Retail Unit Audit

As of December 2023, the businesses below occupied the retail and commercial outlets in Newent Town Centre.

No/Name	Address	Service	Use Class
Harwood House	Market Square	Bookstear Tailoring	E
Newent Town Hall	Market Square	Town Hall	F2
Wyedean Healthfoods	Market Square	Wyedean Healthfoods	E
Manchester House	High Street	The Co-operative Food	E
Lewell House	High Street	Nico's Hair	E
1	High Street	Naylor Powell Estate Agents	E
3	High Street	G.D. Parker DIY Supplies and Hardware	E
4A	High Street	Coventry Building Society	E
4B	High Street	Steve Gooch Estate Agents	E
Good News Centre	High Street	Glebe Chapel Community Centre	F2
The Golden Combe	High Street	Vacant	Vacant
Holts Health Centre	Watery Lane	Health Centre	E
Library	Broad Street	Library	F.1
1	Broad Street	SPAR	E
1A	Broad Street	Cut Above	E
2	Broad Street	Vacant	Vacant
3	Broad Street	Ashton and Daniel Optometrist	E
4	Broad Street	Crusty Loaf	E
5A	Broad Street	Vacant	Vacant
7	Broad Street	The Card Shop	E
8	Broad Street	Vacant (Bank House)	Vacant
10	Broad Street	Easy Living Solutions Ltd	E
10A	Broad Street	VIP Nails	E
12	Broad Street	Manna Creative Gifts	E

2 Newent Retail Unit Audit

As of December 2023, the businesses below occupied the retail and commercial outlets in Newent Town Centre.

No/Name	Address	Service	Use Class
13	Broad Street	Flowercraft Florist	E
14	Broad Street	The Tudor Fish and Chip Shop	Sui Generis
15	Broad Street	Newent Pilates	E
16	Broad Street	Smiths of Newent Estate Agents	E
19	Broad Street	Day Lewis Pharmacy	E
21	Broad Street	Vacant	Vacant
23	Broad Street	Country Corner Clothes	E
25	Broad Street	Newent Circle Club	Sui Generis
27A	Broad Street	Premier Express Convenience Store	E
27B	Broad Street	Vacant	Vacant
29	Broad Street	Smith's Funeral Services	E
32A	Broad Street	GMT Computing	E
32B	Broad Street	Broadys Hair & Beauty	E
33	Broad Street	Ingrams	E
34	Broad Street	The Newent Tandoori	Sui Generis
35	Broad Street	Vacant	Vacant
36	Broad Street	The Chillout Zone	E
37A	Broad Street	Vacant	Vacant
39	Broad Street	Great Oaks Dean Forest Hospice Charity Shop	E
43	Broad Street	Kam Wah Chinese Takeaway	Sui Generis
The Good News Centre		The Ark Cafe	E