



Newent Town

Annual Town Centre Monitoring Report

July 2024 - June 2025

Presented by:

Forest of Dean District Council



Forest of Dean
— DISTRICT COUNCIL —



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Introduction

Hello and welcome to this year's 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 of July 2024 to June 2025.

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



Nigel Brinn

CEO of Forest of Dean District Council



1.1 Successful Town Centres: Developing Effective Strategies

This report follows the guidelines and suggestions laid out in the ‘Successful Town Centres – Developing Effective Strategies: Indicator Toolkit’ – launched by the Gloucestershire Local Enterprise Partnership in March 2013. We have updated the indicators to reflect how our high streets have evolved and adapted since the toolkit’s original publication.

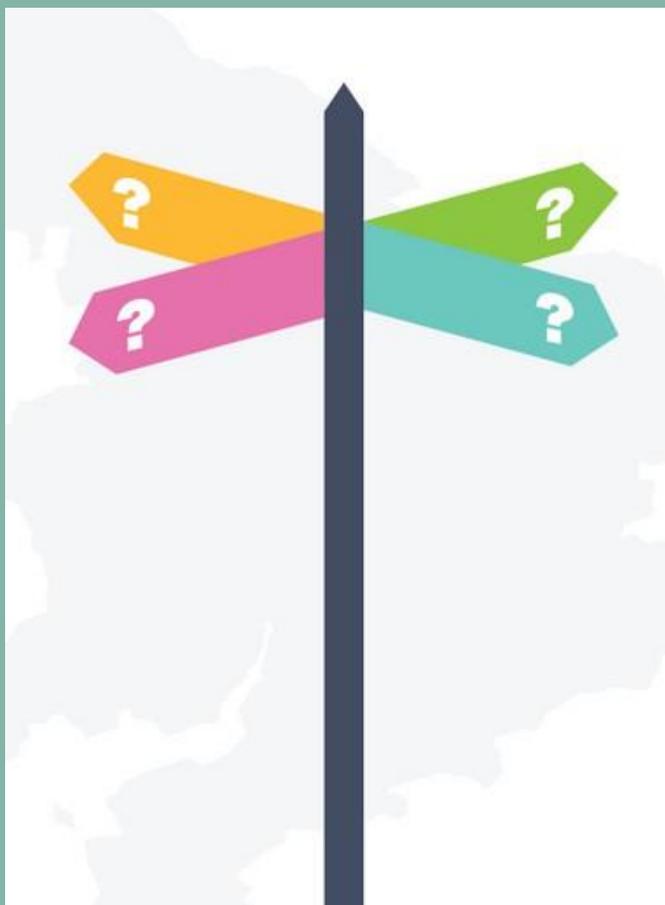
It presents key findings which can be used to evaluate the effectiveness of Newent town centre by focusing on key themes such as footfall, vitality and economic characteristics to highlight emerging trends so that strategic actions can be taken to enhance the town centre performance.

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 of 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.

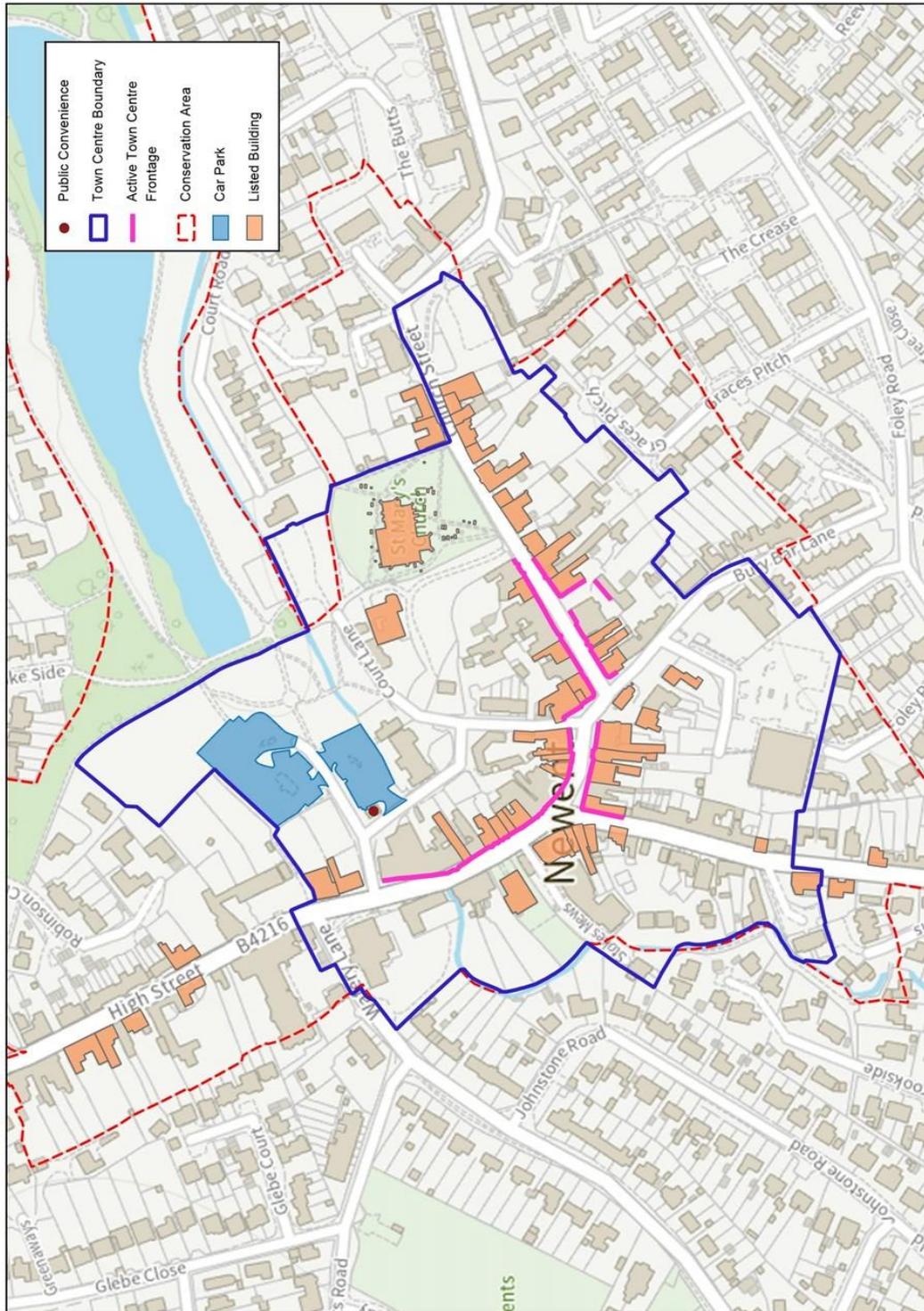
The toolkit advises that a number of indicators are assessed, including but not limited to:

- 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



1.2 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

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

Census Data 2021	Newent	Forest of Dean
Population	6,300	87004 (+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. 2000 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 occupations. 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% 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% 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 2024 – June 2025.

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 single 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).

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 7,457 people (this data is from [Inform Gloucestershire](#) presenting 2024 data from the Office of National Statistics).
- On average, between July 2024 – June 2025, the monthly footfall in Newent town centre was 41,839. This is 0.7% less than the same period in the previous year.

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

2.2.1 Visitor Trends and Insights (Jan – Jun 25)

2.2.1.2 Local Loyalty

- On average, 44.5 % of residents with a GL18 postcode visit their town centre every month, and 94 % of all visitors live within a 10-mile radius of the town.

2.2.1.3 UK Visitor Information

- On average, 6 % of all visitors live over 10 miles away.
- In Jan-Jun 25 there were 88.1% more visitors coming from 50+miles away than the previous year.
- The majority of visitors to Newent from over 10 miles way were from Gloucester (GL3 and GL4), Cheltenham and Hereford.

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 complete with the other market towns. See [Market Town Regeneration Report](#)).

- GL1 and GL2 (Gloucester)
- HR9 (Ross-on-Wye)
- HR8 (Ledbury)

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

2.2.2 Footfall

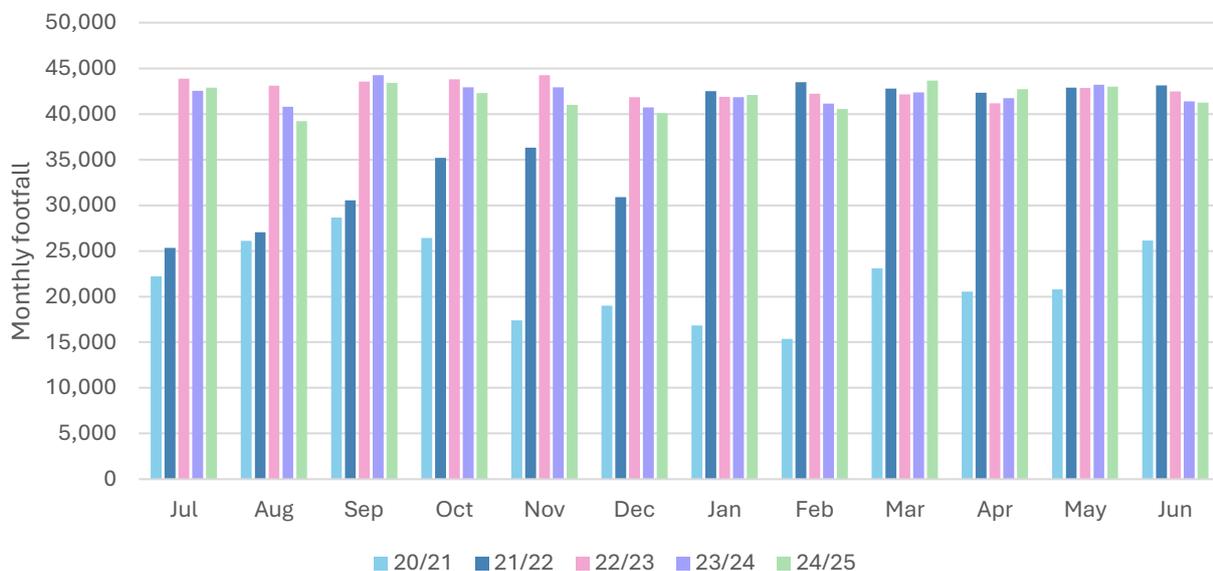
2.2.2.1 Newent Town Footfall

The following data provides information on the total footfall within Newent town centre boundary for each month between Jul 20 – Jun 25. This data is helpful as you can see the year-on-year difference in footfall each month.

Newent Footfall Data	20/21	21/22	22/23	23/24	24/25
July	22,235	25,341	43,857	42,549	42,882
August	26,116	27,048	43,102	40,794	39,204
September	28,670	30,544	43,545	44,263	43,398
October	26,405	35,193	43,811	42,937	42,285
November	17,382	36,305	44,254	42,924	41,015
December	19,014	30,893	41,832	40,734	40,105
January	16,846	42,500	41,875	41,837	42,067
February	15,359	43,473	42,239	41,139	40,530
March	23,110	42,766	42,145	42,351	43,645
April	20,554	42,338	41,163	41,749	42,708
May	20,784	42,879	42,867	43,207	43,002
June	26,142	43,128	42,469	41,377	41,231
Total	262,617	442,408	513,159	505,861	502,072

Footfall in Newent has decreased by 0.7% between Jul 24 - Jun 25 when compared to the previous year.

Monthly Footfall 2020 - 2025



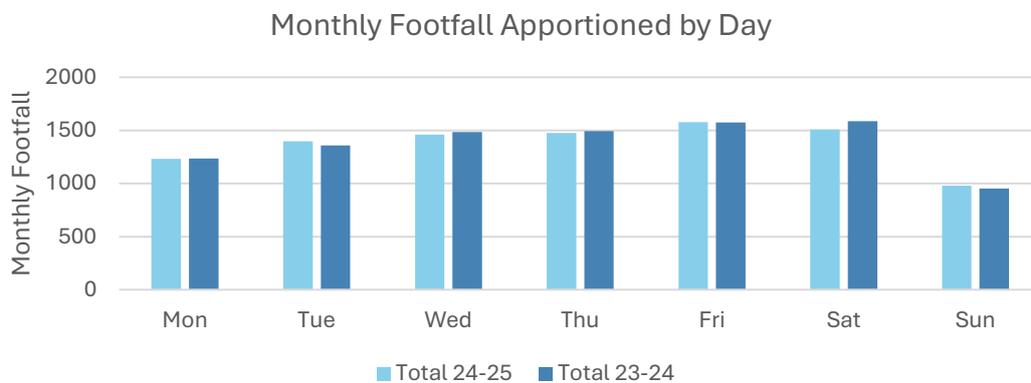
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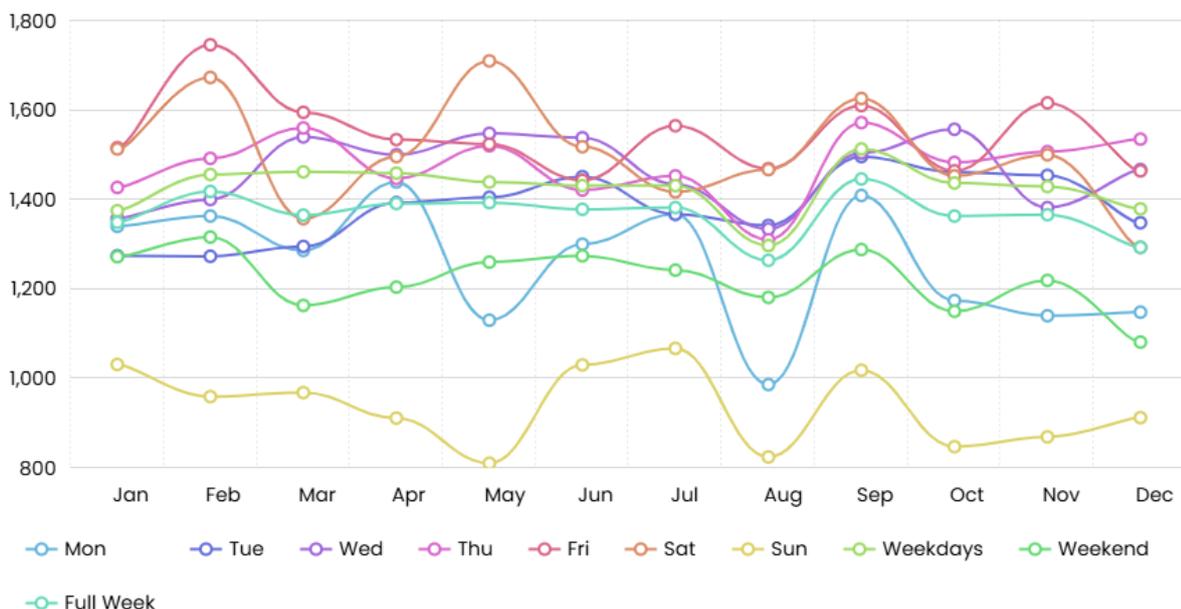
2.2.2.2 Newent Town Daily Data

The chart below shows monthly footfall apportioned by day for Newent town centre for Jun 24 – Jul 25, and a comparison for the same period in the previous year.



Friday and Saturday are the busiest days in Newent town during the week. Sunday is the quietest day.

This can also be seen in the chart below showing monthly footfall apportioned by day average for Jan-Dec 2024.



2.2 Visitor and Footfall Data

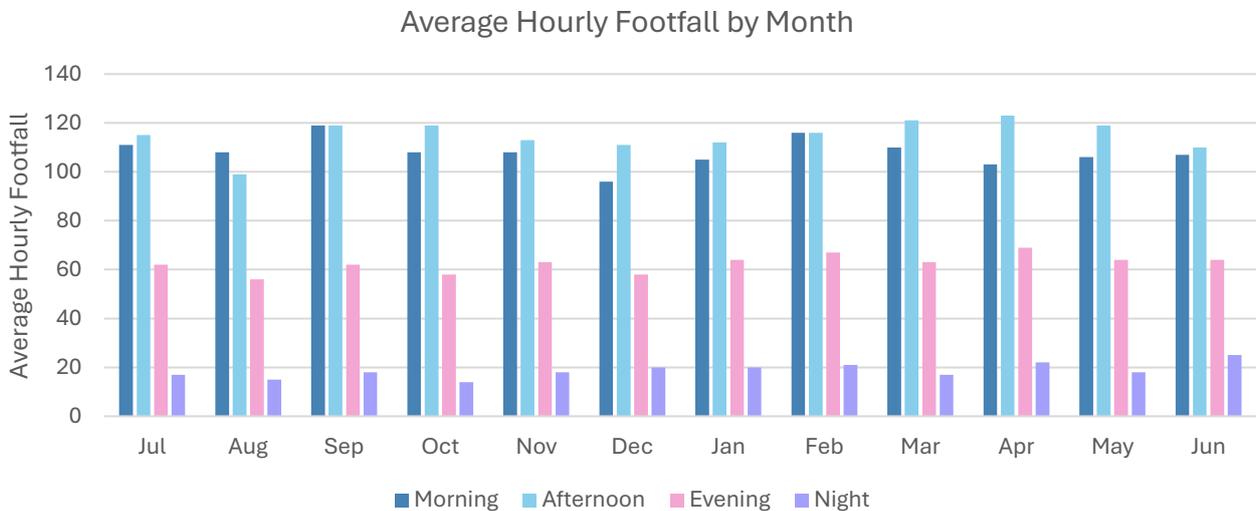
This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

2.2.2 Footfall

2.2.2.3 Newent Town Hourly Data

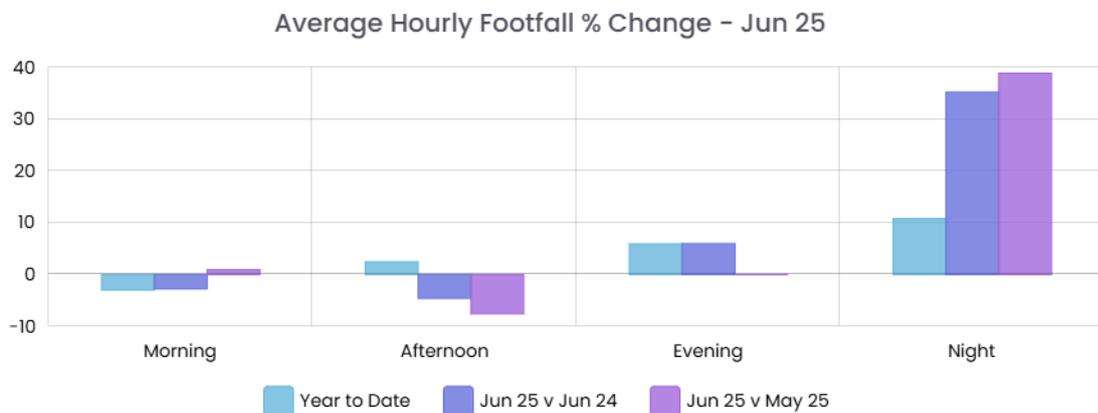
The chart below shows average hourly footfall data for Newent town centre for Jul 24 – Jun 25.

The timings are recorded as: morning: 7am to midday, afternoon: midday to 5pm, evening: 5pm to 8pm and night: 8pm to midnight.



Newent sees the largest number of visitors in the afternoon (midday to 5pm), with the morning (7am to midday) also being a popular time to visit the town centre.

As shown in the chart below there has been a year-to-date increase in afternoon, evening and night footfall. Jun 25 average night footfall is +35.26% compared to Jun 24.



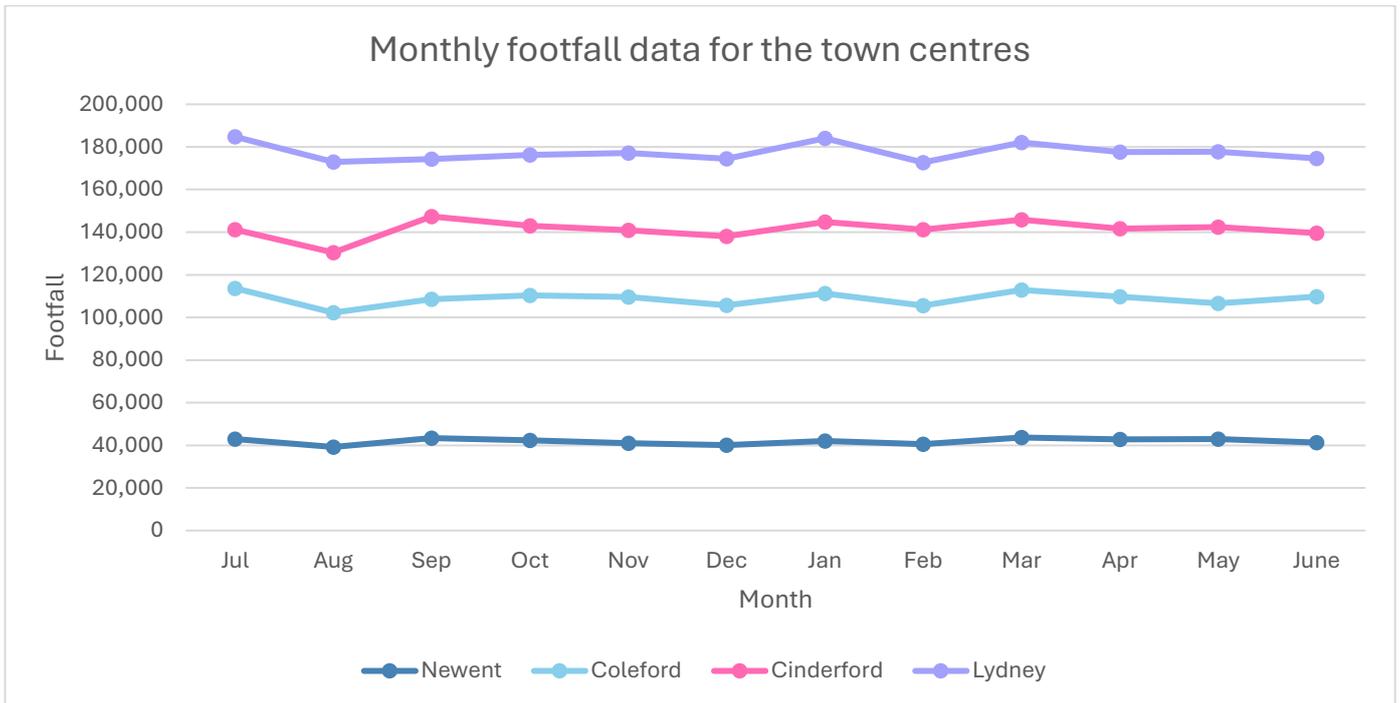
2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

2.2.2 Footfall

2.2.2.4 Comparative Market Town Footfall Data

The chart below shows comparative monthly footfall data for the four market towns in the Forest of Dean between July 2024 – June 2025.



The data shows that Lydney has the highest footfall over the year, followed by Cinderford, Coleford and Newent.

Each of the four town centres saw a rise in footfall figures in January 2025 compared to the previous month.

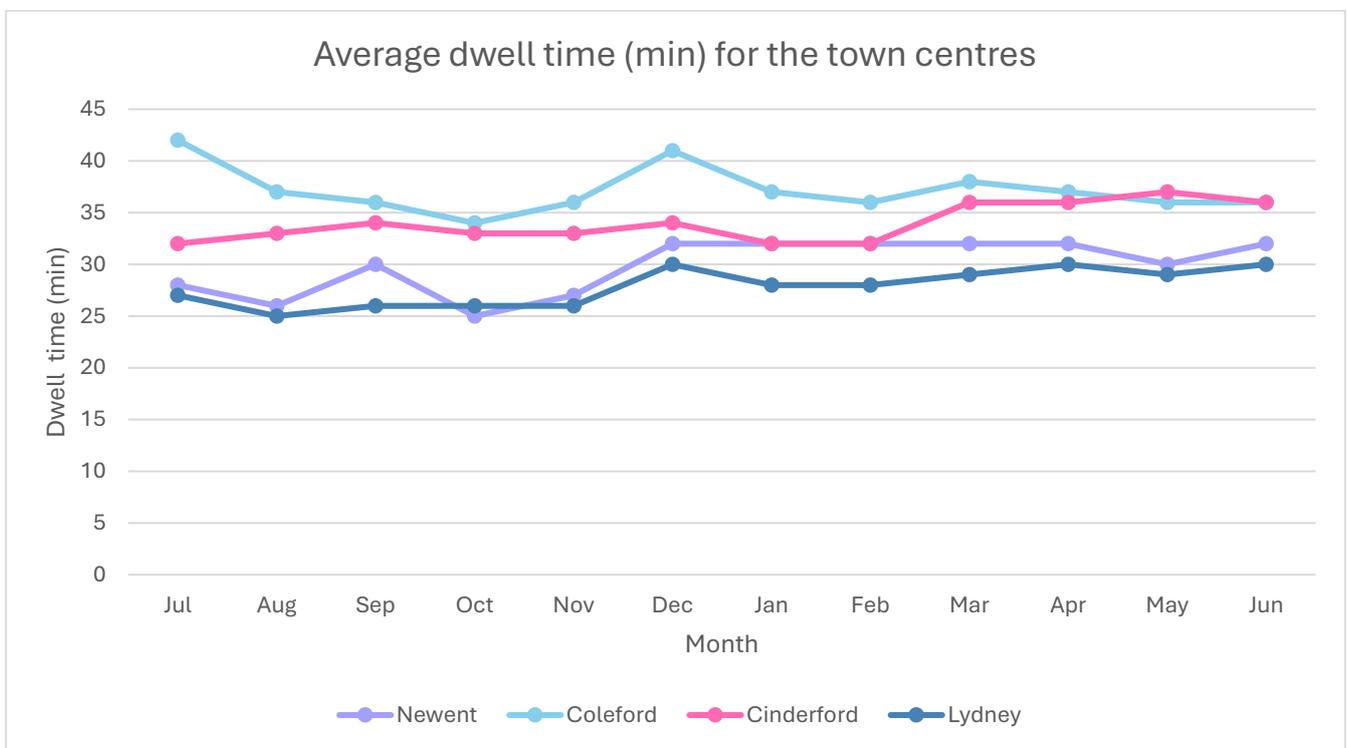
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2.2.2 Footfall

2.2.2.5 Comparative Market Town Dwell Time Data

The chart below shows comparative average dwell time (minutes) for the four market towns in the Forest of Dean between July 2024 – June 2025.



The data shows that for most months within this time period the longest dwell time in minutes by visitors to the town centre was seen in Coleford, followed by Cinderford, Newent then Lydney.

There are some months within the time period when the pattern varies from this trend.

The average dwell time (rounded to the nearest minute) for visitors between July 24 – June 25 in the town centres is:

Coleford 37 minutes, Cinderford 34 minutes, Newent 30 minutes and Lydney 28 minutes.

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2024 – June 2025.

2.2.3 High Street Recovery

The table below shows the footfall difference in Newent for 24/25 compared to the same months in 19/20 (pre-pandemic). The pre-pandemic data used is from Mar 19 – Feb 20. 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	% change in footfall compared to 2019/20
2024	Jul	-2.86
2024	Aug	-11.54
2024	Sep	-3.32
2024	Oct	-7.51
2024	Nov	-9.49
2024	Dec	+0.28
2025	Jan	-4.28
2025	Feb	+2.55
2025	Mar	-13.32
2025	Apr	-7.27
2025	May	-4.33
2025	Jun	-7.94

The monthly footfall data in this time period is lower than pre-pandemic levels, apart from Dec 24 and Feb 25 which saw higher footfall levels compared to in Dec 19 and Feb 20 respectively.

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 the 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.

The current car parking charges are:

1 hour – Free, 2 hours - £1, 3 hours - £2, 4 hours - £3.

Car parking charges apply Monday to Saturday, 8am – 6pm. 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 tables below show the recorded monthly figures for tickets purchased at Lewell Street car park in Newent from July 2024 to June 2025.

The car parking data now includes free ticket sales as the collection of this data was introduced in April 2024.

Lewell Street	Jul 24	Aug 24	Sept 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25
Machine tickets	1373	1818	1222	1604	1121	807	1440	1244	1264	1234	1505	1185
Phone tickets	573	546	487	591	499	482	526	505	587	572	581	507
Free tickets (< 1hr)	1773	1086	1607	2689	2304	2137	2224	2450	2741	2671	2897	2809
Total	3719	3450	3316	4884	3924	3426	4190	4199	4592	4477	4983	4501

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 the 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. This includes ticket purchased from the machines and using a phone during the period indicated.

For Jul 24 – June 25 free ticket sales are also shown – the collection of this data was introduced in April 2024.

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	Jul 24 – Jun 25
Lewell Street	53,238	42,481	27,705	35,227	35,978	34,856	22,273 49,661 (incl. free tickets)

The July 24 – June 25 year ticket sales have decreased 36.1% in the Lewell Street car park compared to the previous year.

However, there has been a 42.5% increase in overall parking tickets obtained (including free tickets) from 23-24 to 24-25.

3. Diversity & Vitality of Place

The overall aim in 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

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 - 2025

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 outlines the Use Classes of the buildings in Newent Town Centre from 2020 – 2025.

Use Class	2020	2021	2022	2023	2024	2025
E (Commercial business and service)	67	69	67	65	65	67
F1 (Learning and Non-Residential Institutions)	3	3	4	4	4	4
F2 (Community Hall/Recreational Space)	0	0	0	1	0	1
Sui Generis	10	10	10	7	10	8
C1 (Hotel/B&B)	0	0	0	1	2	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 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 centres.

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

Chain	Category	Subcategory
SPAR	Store	Grocery
Day Lewis Pharmacy	Pharmacy	Essential healthcare & pharmaceutical services
Premier Express	Store	Grocery
Co-op	Store	Grocery
Coventry Building Society	Building Society	Financial services

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. Specialist markets can include farmers' markets, artisan markets, continental markets, Christmas markets and night markets.

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:

The third Saturday of every month from 7am to 1pm, and every Thursday.

The [Newent Town Council website](#) provides more information about markets in Newent.

3.1.3.1 Market Towns Regeneration Framework

The Market Towns Regeneration Framework is a Forest of Dean District Council led strategy. The Market Town Officer is employed for 24 months jointly funded by the Forest of Dean District Council and each of the four town councils (Cinderford, Coleford, Lydney and Newent) to deliver the [Market Towns Regeneration Framework](#).

The market town officer is exploring the re-introduction or expansion of markets in the four towns.

The Forest of Dean District Council has also subscribed to [The National Association of British Market Authorities \(NABMA\)](#).

3.1 Retail and Commercial Offer

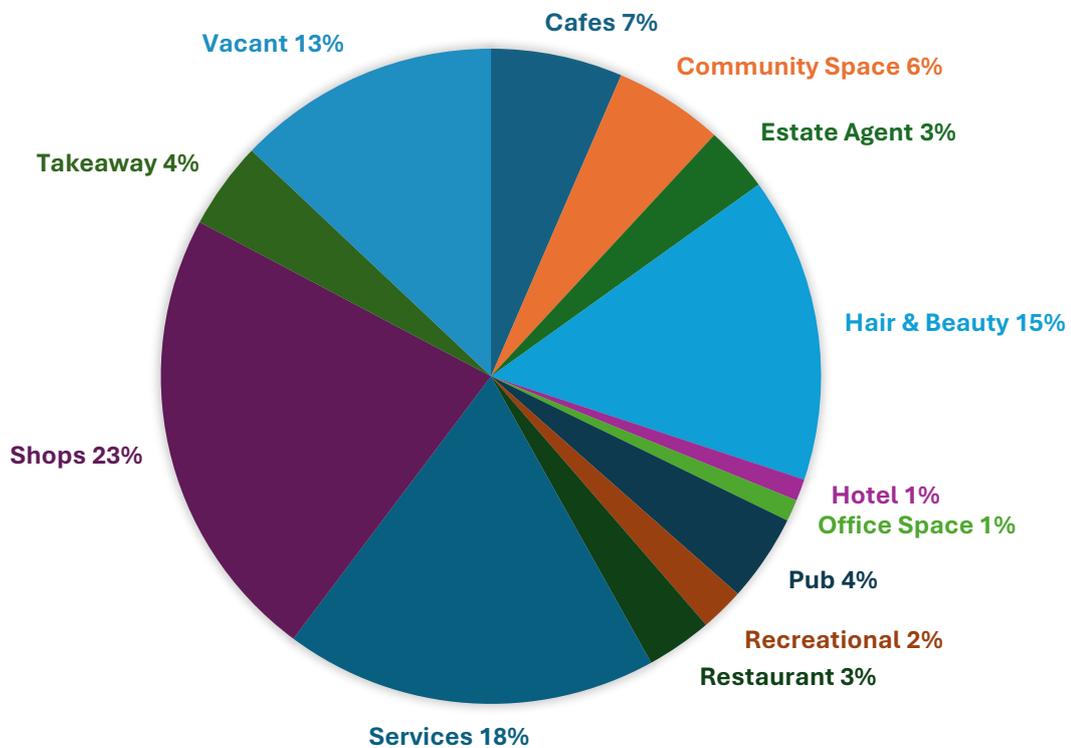
This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12-month period.

3.1.4 Retail Sector Analysis

The below information shows how the retail and commercial offer is distributed in Newent town as of July 2025 when the retail audit was conducted.

	Cafes	Community Space	Estate agent	Hair & Beauty	Hotel	Office Space	Pub	Recreational	Restaurant	Services	Shops	Takeaway	Vacant
No. of commercial settings	6	5	3	14	1	1	4	2	3	17	21	4	12

RETAIL/COMMERCIAL DISTRIBUTION



3.2 Cash and Charging Facilities

This indicator reflects the availability of key infrastructure that supports access to cash and low-emission travel, through the presence of cash points and EV charging facilities in the town centre.

3.2.1 Cash points

Cash points are vital in a town centre for supporting local businesses, especially those that rely on cash transactions. They also provide financial inclusion for people who may not use digital banking.

Cash points provide convenient, 24/7 access to money, helping maintain footfall and economic activity in a town centre.

Cash can be obtained from the following locations in Newent:

- Midcounties Co-Op – cash point
- Post Office – cash at the till
- Tythings Store – cash at the till

3.2.2 Electric Vehicle Charging Points

Electric charging points in town centres bring economic benefits by increasing footfall and dwell time, as drivers may shop or dine while their vehicles charge. They may attract new visitors and future-proof the town's infrastructure.

The location of electric vehicle charging points in Newent are:

- Church Street – 4 available (up to 7kW)

3.3 Culture and Leisure Offer

This indicator captures the characteristics of Newent town centre related to culture and leisure activities for enjoyment and social interaction.

Facility	Number of facilities	Signposting Information
Art Galleries	1	The Secret Gallery
Art Centres	0	
Children's Play Area	1	Located by Newent Lake
Cinema	0	Studio Cinema Newent
Community Halls	2	Memorial Hall Glebe Chapel
Community Garden	0	
Games / Arcades	0	
Gym	0	1 within walking distance of the town centre
Library	1	
Museum	1	The Museum of Board Games
Park and Gardens	1	Newent Park and Lake
Restaurant/Café	9	
Swimming Pool	0	1 within walking distance of the town centre
Take-away	4	
Theatre	0	
Additional special venues and public spaces	2	Newent Market Square The Growth Hub at Newent Library
Local tourism attractions (out of town centre)	6	Newent Arboretum Three Choirs Vineyard Briery Hill Llamas May Hill Newent Golf Course Kempley Woods

3.4 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.

July 2024

Food and Drink Festival

August 2024

Art Competition Prize Ceremony

September 2024

Heritage Open Days

November 2024

Remembrance Sunday Parade

Christmas Lights Switch On

December 2024

Civic Carol Service

Boxing Day Meet – Cotswold Vale
Farmers Hunt

March 2025

Spring Fayre

May 2025

VE Day Commemoration

June 2025

Armed Forces Day

Newent Spring Fayre:

Saturday 22nd March 11-4pm

Total town centre footfall was 2,800, a +50% growth versus the same day the month before. There was a 4% decrease in visitors compared to the same event day in 2024. This could be down to the weather of dense drizzle.

The origin of visitors was 50.2% from 0-3 miles, 24.8% from 3-10 miles and 25.1% from 10-25 miles. Visitor dwell time during the event was 38 minutes which is a 19% increase compared to the average visitor dwell time in Newent town.

3.5 Reported Crime

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

The table below shows the crimes committed within the Newent town centre boundary between Jul 24 – Jun 25.

Further information on the crimes committed and the status of the investigations into them can be accessed using the [Police UK website](#).

Crime	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Total
Violence & Sexual Offences	5	3	-	3	-	2	-	8	2	-	3	1	27
Anti-Social Behaviour	2	2	1	3	2	3	-	2	1	1	2	2	21
Criminal Damage & Arson	-	-	1	1	1	-	-	1	-	-	-	-	4
Vehicle Crime	-	-	2	-	-	-	-	-	-	-	-	-	2
Burglary	-	-	-	-	-	-	-	-	-	-	2	1	3
Other Theft	-	1	-	-	-	-	-	-	1	1	-	-	3
Drugs	-	-	-	-	-	-	-	-	-	-	-	-	-
Robbery	-	-	-	-	-	-	-	-	-	-	-	-	-
Shoplifting	-	1	-	1	-	-	1	-	2	2	-	2	9
Other Crime	-	-	-	-	-	-	1	-	1	-	-	-	2
Public Order	-	-	1	-	2	-	-	2	1	-	-	1	7
Theft from a Person	-	-	-	1	-	-	-	-	-	-	-	-	1
Possession of a Weapon	-	-	-	-	-	1	-	-	-	-	-	-	1
Total 24/25	7	7	5	9	5	6	2	13	8	4	7	7	80
Total 23/24	8	12	7	7	9	6	6	4	13	2	9	4	87
Difference	-1	-5	-2	+2	-4	0	-4	+9	-5	+2	-2	+3	-8

From July 2024 – June 2025, a total of 80 crimes were reported to the police. When compared to last year's data, reported crime in Newent town centre has decreased by 8%.

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

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 completed.

The Market House is used as a visitor information centre for several months of 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.

Although vacant retail units have traditionally been linked to economic decline both locally and nationally, it can also be interpreted as a temporary opportunity for the town centre to strategically re-balance its visitor offer. There is an opportunity 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.

4.2.1 Vacant Retail Units

The chart below summarises the amount of vacant retail units in Newent as of July 2025 when the retail audit was conducted. A unit was considered vacant if there was no visual evidence of business occupation. There are 2 more vacant properties than were recorded in 2024. To note, the national average high street vacancy rate [reported by UK Government](#) in June 2025 was 14.3%.

Year	Vacant Unit Qty	Units Surveyed	% of Vacant Units
2025	12	93	12.9
2024	10	87	11.8
2023	16	93	17.1

4.2.2 List of Vacant Units in Newent

See below the list of vacant retail units within Newent town centre boundary as of July 2025.

The Golden Combe, High street

5A, 7, 8, 15 & 23 Broad Street

14 & 21 Church Street

Unit 1, 4 & 10 Beachus Square, Shambles Retail Village

1 Culver Street

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.

Charity shops also cut across social and demographic boundaries attracting customers and providing affordable and specialist items. 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 charts below summarise charity shops in Newent town centre for 2025 and previous years:

Year	2020	2021	2022	2023	2024	2025
No. of charity shops	3	3	3	3	3	3

From 2021-2025 the three charity shops in Newent town centre have remained as:

Charity Shop	Address
The Shambles	22 Church Road
New Start Cat Rescue	11 Church Street
Great Oaks Hospice	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 evening and night-time economies 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 (5-8pm often referred to as the 'shoulder period') and the late-night customer, 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 currently not accredited as a purple flag location.

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.

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

Venue	Address	Class code
The Co-Operative Food	High Street	E
Co-op	Bury Bar Lane	E
Kam Wah Chinese	43 Broad Street	Sui Generis
Zaza Pizza	37A Broad Street	E
The Chillout Zone	36 Broad Street	E
The Newent Tandoori	34 Broad Street	E
Premier Express Convenience Store	27A Broad Street	E
Tudor Fish and Chip Shop	14 Broad Street	Sui Generis
The Red Lion	2 Broad Street	Sui Generis
SPAR	1 Broad Street	E
Bombay Kitchen	3 Church Street	E
Cobblers Small Pub	7 Church Street	Sui Generis
Newent Kebab & Pizza	1 Church Street	Sui Generis
Sizzling Wok Chinese	13A Church Street	Sui Generis
George Hotel	Church Street	Sui Generis
The Black Dog	Church Street	Sui Generis

Appendices

- A. Use Class Orders
- B. Newent Retail and Commercial
Unit Audit

A. 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 Musica Venue	D2	Sui Generis

B. Newent Retail Unit Audit

As of July 2025, 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	Street	Service	Use Class	Sector
Shambles Retail Village	1. Beachus Square	Vacant	Vacant	Vacant
Shambles Retail Village	2. Beachus Square	The Secret Gallery	F1	Recreational
Shambles Retail Village	3. Beachus Square	Blonde Hair Design & Colour	E	Hair & Beauty
Shambles Retail Village	4. Beachus Square	Vacant	Vacant	Vacant
Shambles Retail Village	5. Beachus Square	Newent Dog Spa	E	Service
Shambles Retail Village	6. Beachus Square	Wellness Barn	E	Hair & Beauty
Shambles Retail Village	7. Beachus Square	Yesterday Today Vintage and Collectables	E	Shop
Shambles Retail Village	8. Beachus Square	Boutique No. 8	E	Shop
Shambles Retail Village	9. Beachus Square	Museum of Board Games	F1	Recreational
Shambles Retail Village	10. Beachus Square	Vacant	Vacant	Vacant
Shambles Retail Village	11. Beachus Square	Errol's Sandwich Shop	E	Cafe
Shambles Retail Village	12. Beachus Square	Office	E	Offices
Library	Broad Street	Library	F1	Community Space
1	Broad Street	SPAR	E	Shop
1A	Broad Street	Cut Above	E	Hair & Beauty
2	Broad Street	The Red Lion	Sui Generis	Pub
3	Broad Street	Ashton and Daniel Optometrist	E	Service
4	Broad Street	Crusty Loaf	E	Shop
5A	Broad Street	Vacant	Vacant	Vacant

No./Name	Street	Service	Use Class	Sector
7	Broad Street	Vacant	Vacant	Vacant
8	Broad Street	Vacant	Vacant	Vacant
10	Broad Street	Easy Living Solutions Ltd	E	Service
10A	Broad Street	VIP Nails	E	Hair & Beauty
12	Broad Street	Manna House	E	Café & 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
17	Broad Street	Flowercraft Florist	E	Shop
19	Broad Street	Day Lewis Pharmacy	E	Shop
21	Broad Street	Go Local	E	Shop
23	Broad Street	Vacant	Vacant	Vacant
25	Broad Street	Newent Circle Club	Sui Generis	Pub
27A	Broad Street	Premier Express Convenience Store	E	Shop
27B	Broad Street	Bettee's Health Suite	E	Health
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	E	Restaurant
35	Broad Street	You by Mica B	E	Health & Beauty
37A	Broad Street	Zaza pizza	E	Restaurant
36	Broad Street	The Chillout Zone	E	Cafe

No./Name	Street	Service	Use Class	Sector
39	Broad Street	Great Oaks Dean Forest Hospice Charity Shop	E	Shop
43	Broad Street	Kam Wah Chinese Takeaway	Sui Generis	Takeaway
Oak House	Bury Bar Lane	Wyedean Healthfoods	E	Shop
Memorial Hall	Bury Bar Lane	Memorial Hall	F1	Community Space
Co-op	Bury Bar Lane	Co-op	E	Shop
1	Church Street	Newent Kebab & Pizza	Sui Generis	Takeaway
2	Church Street	Gooch Sports	E	Shop
3	Church Street	Bombay Kitchen	E	Restaurant
4	Church Street	Elydium Limited	E	Service
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	Peggy's Sandwich Bar	E	Cafe
10	Church Street	The Runcible Spoon	E	Cafe
11	Church Street	New Start Cat Rescue	E	Shop
12	Church Street	Ideal Carpets	E	Shop
13A	Church Street	Sizzling Wok Chinese Takeaway	Sui Generis	Takeaway
13B	Church Street	AJ Barbers	E	Hair & Beauty
14	Church Street	Vacant	Vacant	Vacant
16	Church Street	Newent Pilates Studio	E	Health
17	Church Street	Newent Barbers Shop	E	Hair & Beauty

No./Name	Street	Service	Use Class	Sector
18	Church Street	Errol's Courtyard Café	E	Cafe
19	Church Street	Polly Stubbs Permanent Make up and Beauty	E	Hair & Beauty
21	Church Street	Vacant	Vacant	Vacant
22	Church Street	Shambles Charity Shop	E	Shop
24	Church Street	DFEGA Solicitors	E	Service
47	Church Street	Time Hairdressing	E	Hair & Beauty
St Mary's Church	Church Street	Church	E	Community Space
George Hotel	Church Street	The George Hotel	C1	Hotel
The Black Dog	Church Street	The Black Dog	Sui Generis	Pub
1	Court Lane	Total Design Ltd Architects	E	Service
2	Court Lane	Munchkins Baby Shop	E	Shop
3	Court Lane	Redz Health & Beauty	E	Hair & Beauty
4	Court Lane	NDC Dental Care	E	Service
5	Court Lane	Redz Hairdressing	E	Hair & Beauty
1	Culver Street	Vacant	Vacant	Vacant
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/Rhythm and Vine Art Gallery	E	Service
The Ark Café	High Street	Glebe Chapel Community Centre	F2	Community Space
The Golden Combe	High Street	Vacant	Vacant	Vacant
1	High Street	Naylor Powell Estate Agents	E	Estate Agent

No./Name	Street	Service	Use Class	Sector
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
Manchester House	High Street	The Co-operative Food	E	Shop
Lewell House	High Street	Nico's Hair	E	Hair & Beauty
Harwood House	Market Square	Bookstear Tailoring	E	Service
Newent Town Hall	Market Square	Town Hall	E	Community Space
Holts Health Centre	Watery Lane	Holts Health Clinic	E	Service