



Newent Town

Annual Town Centre Monitoring Report

July 2025 - June 2026

Presented by:

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. They are at the heart of our communities, providing opportunities for shopping, employment, leisure, culture, and social interaction. Ensuring our town centres remain vibrant, accessible and attractive is essential for supporting the wellbeing of residents, businesses and visitors.

Our town centres continue to adapt to changing consumer behaviour, economic conditions and evolving expectations of how places should function. Understanding these changes is important if we are to support their long-term vitality and ensure they continue to meet the needs of those who use them.

To achieve this, it is important that we can measure performance, monitor trends, learn from best practice and make informed decisions about the future. Evidence and data enable us to identify strengths, understand challenges and target investment where it can have the greatest impact.

The information presented in this report provides an evidence base to support decision-making and investment, helping to ensure that Newent remains a thriving and sustainable town centre for residents, businesses and visitors alike.

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



I.I Successful Town Centres: Developing Effective Strategies

This report provides an annual assessment of the performance and vitality of Newent town centre. It brings together a range of indicators to monitor how the town centre is changing over time and to identify emerging trends.

The report draws upon a variety of data sources, including visitor and footfall information, business and property data and demographic information. Together, these indicators provide an evidence base to support decision-making, investment planning and the development of initiatives that enhance the town centre experience.

The approach reflects current best practice in town centre monitoring and aligns with the wider national focus on understanding the performance and evolution of high streets and town centres through the use of data and evidence. The UK Government increasingly use a range of datasets to monitor changes in high streets, retail areas and town centre activity, recognising the importance of evidence-led regeneration and place-making.

Data is reviewed annually to enable year-on-year comparisons and to provide a consistent measure of change over time. The purpose of this report is to present a range of evidence for interpretation by stakeholders with an interest in the future of Newent town centre. Newent Town Council has been consulted during the preparation of this report.

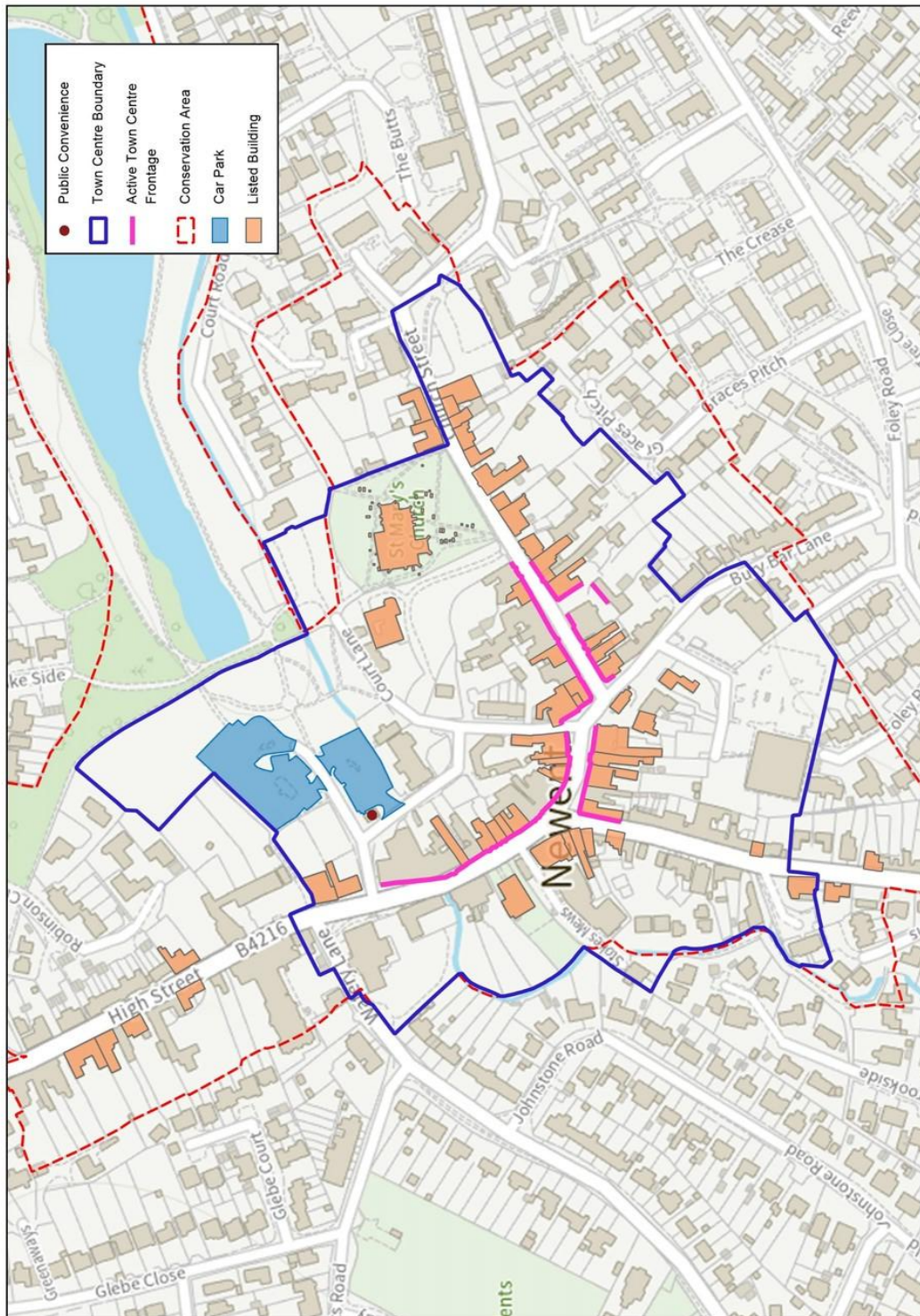
A number of indicators are assessed including:

- Footfall
- Car Parking
- Retail and Commercial Offer
- Trader Types
- Culture and Leisure Offer
- Events
- 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 2025 – June 2026.

Methodology

The footfall counting software 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 2025 – June 2026, the monthly footfall in Newent town centre was 41,172. This is 1.6% 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 2025 – June 2026.

2.2.1 Visitor Trends and Insights (Jan – Jun 26)

2.2.1.2 Local Loyalty

- On average, 40-50% of residents with a GL18 postcode visit their town centre every month, and 96 % of all visitors live within a 10-mile radius of the town.

2.2.1.3 UK Visitor Information

- On average, 4% of all visitors live over 10 miles away.
- In Jan-Jun 26 there were 1,313 more visitors coming from 50+miles away than the previous year.
- The majority of visitors to Newent from over 10 miles away were from Gloucester (GL3 and GL4), Coleford area, 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 compete with the other market towns. See [Market Town Regeneration Report](#)).

- GL1 and GL2 (Gloucester and some surrounding villages)
- HR9 (Ross-on-Wye)

2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2025 – June 2026.

2.2.2 Footfall

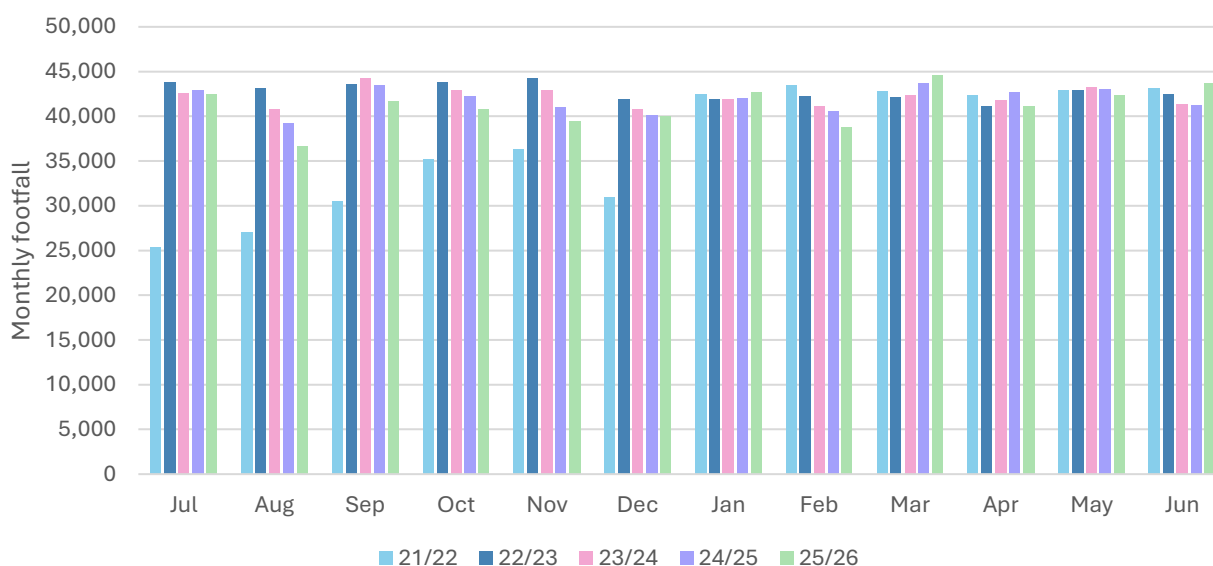
2.2.2.1 Newent Town Footfall

The following data provides information on the total footfall within Newent town centre boundary for each month between Jul 21 – Jun 26. This data is helpful as you can see the year-on-year difference in footfall each month.

Newent Footfall Data	21/22	22/23	23/24	24/25	25/26
July	25,341	43,857	42,549	42,882	42,442
August	27,048	43,102	40,794	39,204	36,617
September	30,544	43,545	44,263	43,398	41,631
October	35,193	43,811	42,937	42,285	40,804
November	36,305	44,254	42,924	41,015	39,450
December	30,893	41,832	40,734	40,105	40,042
January	42,500	41,875	41,837	42,067	42,684
February	43,473	42,239	41,139	40,530	38,728
March	42,766	42,145	42,351	43,645	44,528
April	42,338	41,163	41,749	42,708	41,149
May	42,879	42,867	43,207	43,002	42,362
June	43,128	42,469	41,377	41,231	43,621
Total	442,408	513,159	505,861	502,072	494,058

Footfall in Newent has decreased by 1.60% between Jul 25 - Jun 26 when compared to the previous year.

Monthly Footfall 2021 - 2026



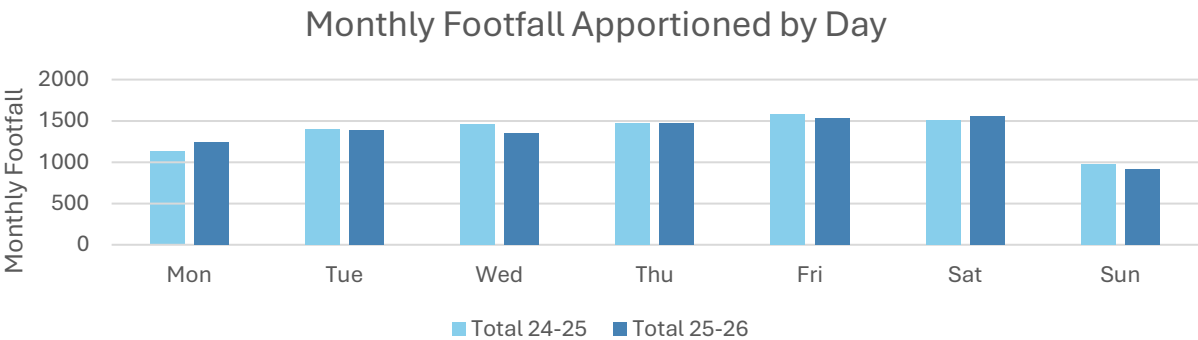
2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2025 June 2026.

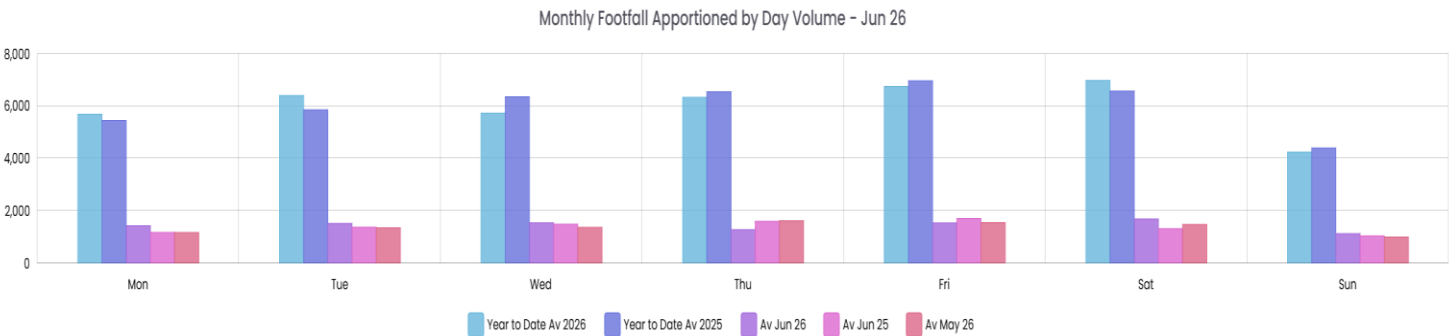
2.2.2 Footfall

2.2.2.2 Newent Town Daily Data

The chart below shows monthly footfall apportioned by day for Newent town centre for Jun 25 – Jul 26, 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 volume for Jan-Jun 2026.



2.2 Visitor and Footfall Data

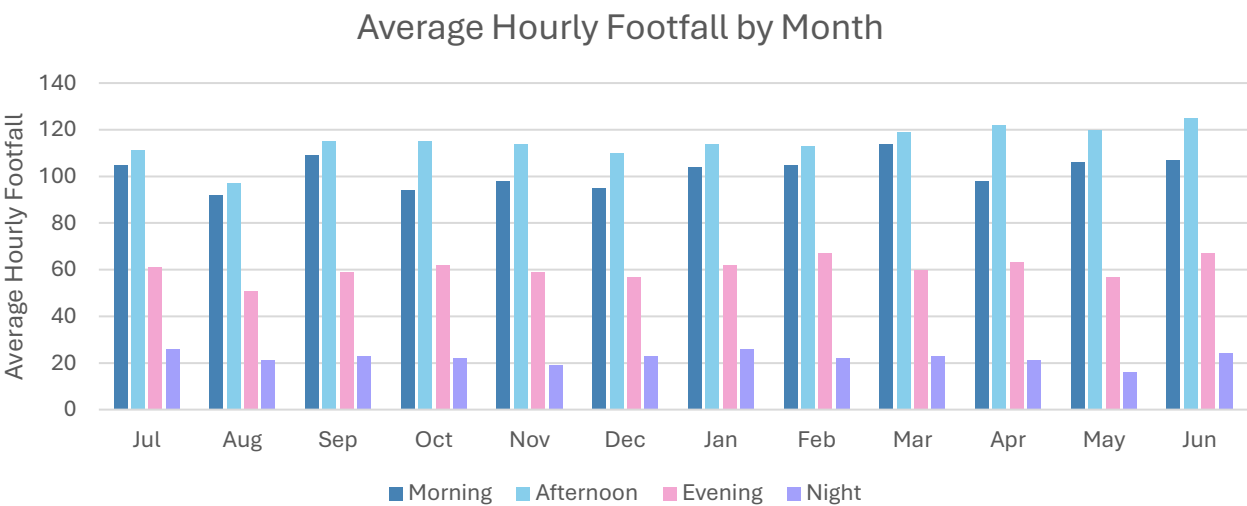
This indicator provides an assessment of visitors and footfall between the months of July 2025 June 2026.

2.2.2 Footfall

2.2.2.3 Newent Town Hourly Data

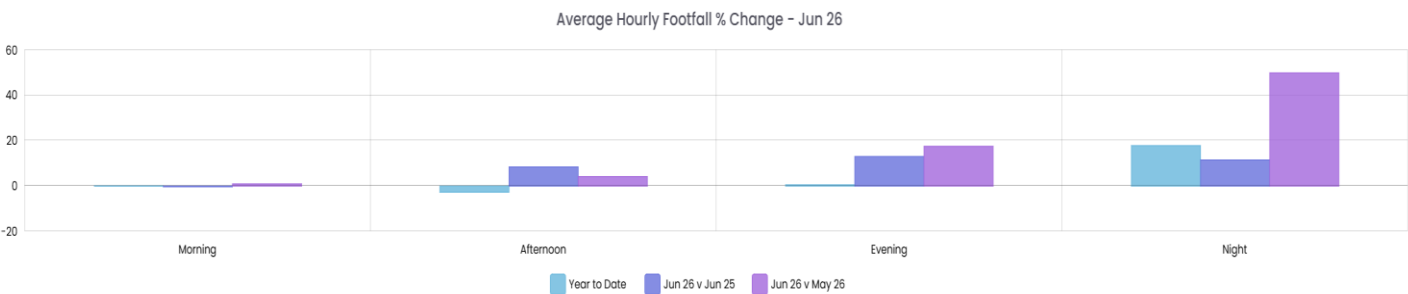
The chart below shows average hourly footfall data for Newent town centre for Jul 25 – Jun 26.

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 26 average hourly night footfall is +12.29% compared to Jun 25.



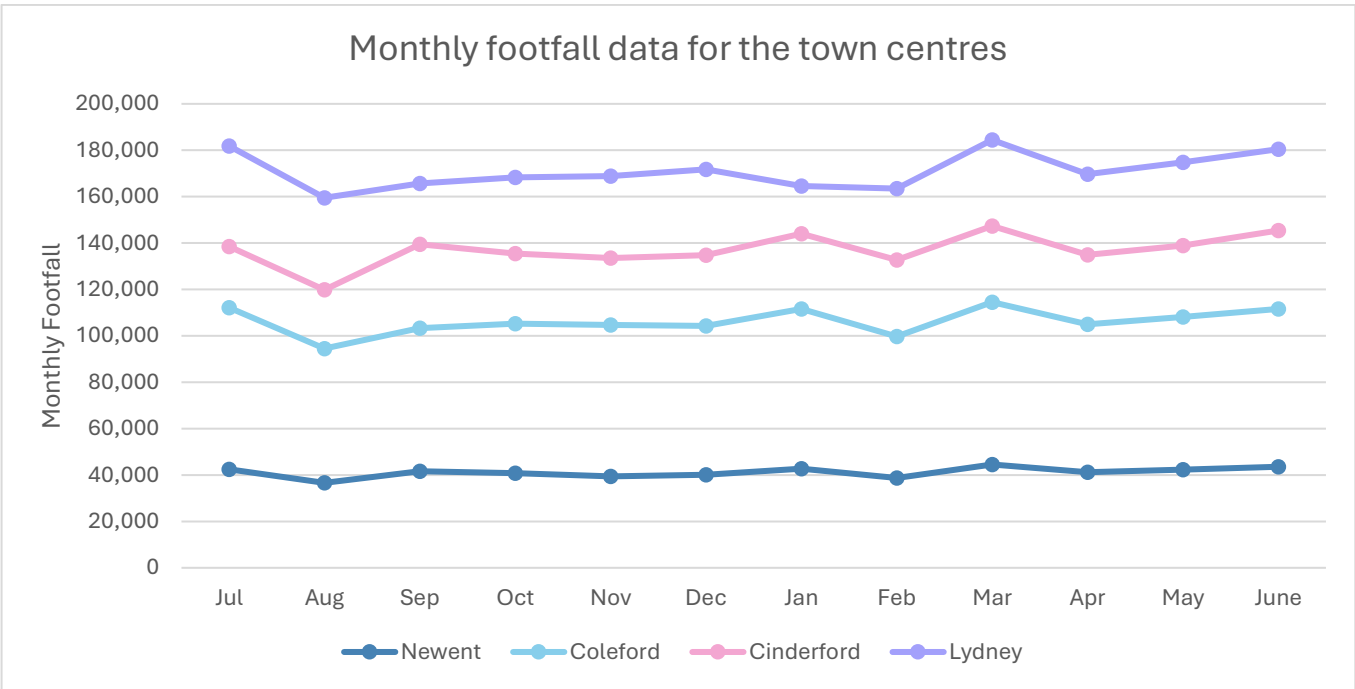
2.2 Visitor and Footfall Data

This indicator provides an assessment of visitors and footfall between the months of July 2025 – June 2026.

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 2025 – June 2026.



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 Mar 26 compared to the previous month, with a positive upward trend in May-Jun 26.

2.2 Visitor and Footfall Data

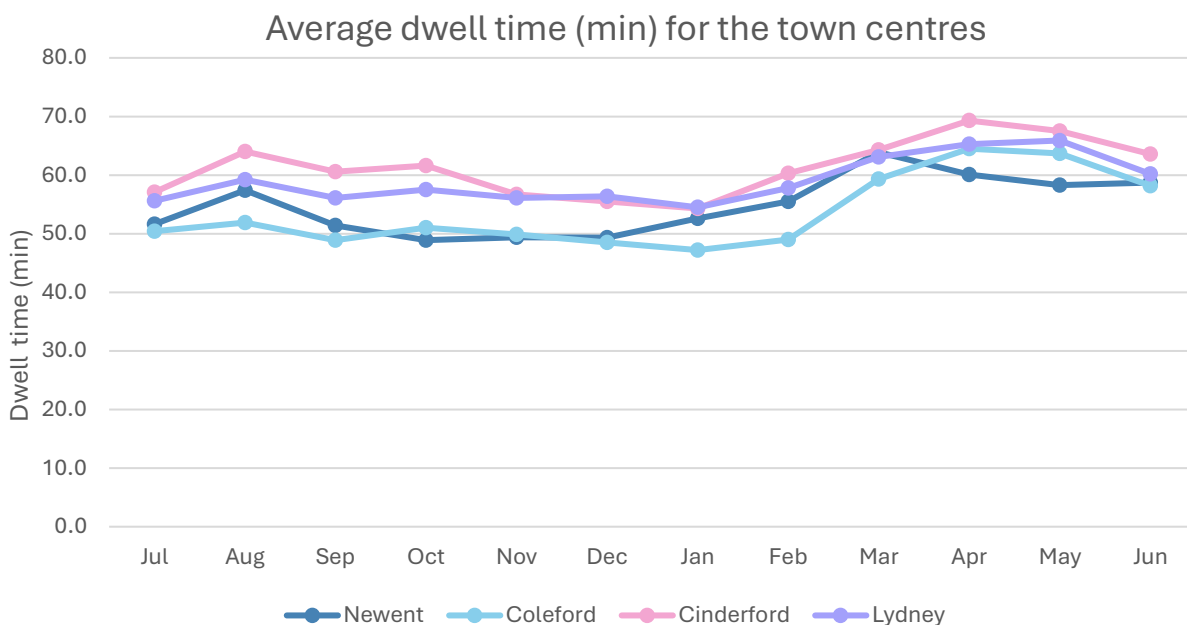
This indicator provides an assessment of visitors and footfall between the months of July 2025 – June 2026.

2.2.2 Footfall

2.2.2.5 Comparative Market Town Dwell Time Data

Place Informatics updated their dwell time methodology in Mar 26 and have back calculated previous dwell time figures. The updated methodology increases the minimum dwell threshold from 3 minutes to 6 minutes, helping remove more pass-through activity where visitors are simply moving through an area rather than spending time there. They also have capped individual visits at 3 hours, preventing unusually long stays, such as staff, workers or stationary devices, from disproportionately influencing the average.

The chart below shows comparative average dwell time (minutes) for the four market towns in the Forest of Dean between July 2025 – June 2026.



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 Cinderford, followed by Lydney, Newent then Coleford.

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 25 – June 26 in the town centres is:

Cinderford 61 minutes, Lydney 59 minutes, Newent 55 minutes and Coleford 54 minutes.

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 2025 to June 2026.

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

Lewell Street	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26
Machine tickets	1475	922	931	930	784	528	866	808	835	972	735	204
Phone & card tickets	588	766	726	853	771	856	801	851	992	568	634	1035
Free tickets (< 1hr)	2968	2354	2827	3167	2626	2727	2811	2799	3287	3113	3080	3456
Total	5031	4042	4484	4950	4181	4111	4478	4458	5114	4653	4449	4695

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 tickets purchased from the machines and using a phone during the period indicated.

For Jul 25 – Jun 26 free ticket sales are also shown – the collection of this data was introduced in April 2024.

Annual ticket sales	Jul 21 – Jun 22	Jul 22 – Jun 23	Jul 23 – Jun 24	Jul 24 – Jun 25	Jul 25 – Jun 26
Lewell Street	35,227	35,978	34,856	22,273 49,661 (incl. free tickets)	19,431 54,646 (incl. free tickets)

The July 25 – June 26 year ticket sales have decreased 12.8% in the Lewell Street car park compared to the previous year.

However, there has been a 10.0% increase in overall parking tickets obtained (including free tickets) from 24-25 to 25-26.

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 the appendix. 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 - 2026

The Town and Country Planning (Use Classes) Order 1987 puts uses of land and buildings into various categories known as 'Use Classes'. The chart outlines the Use Classes of the buildings in Newent Town Centre from 2021 – 2026.

Use Class	2021	2022	2023	2024	2025	2026
E (Commercial business and service)	69	67	65	65	67	68
F1 (Learning and Non-Residential Institutions)	3	4	4	4	4	4
F2 (Community Hall/Recreational Space)	0	0	1	0	1	2
Sui Generis	10	10	7	10	8	8
C1 (Hotel/B&B)	0	0	1	2	1	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 town council or community:

Apr 26 – NTC Continental Market

The third Saturday of every month from 7am to 1pm at the Market House.

A weekly market on a Friday at the Memorial Hall.

A weekly market on a Wednesday and Thursday at the Market House.

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

3.1 Retail and Commercial Offer

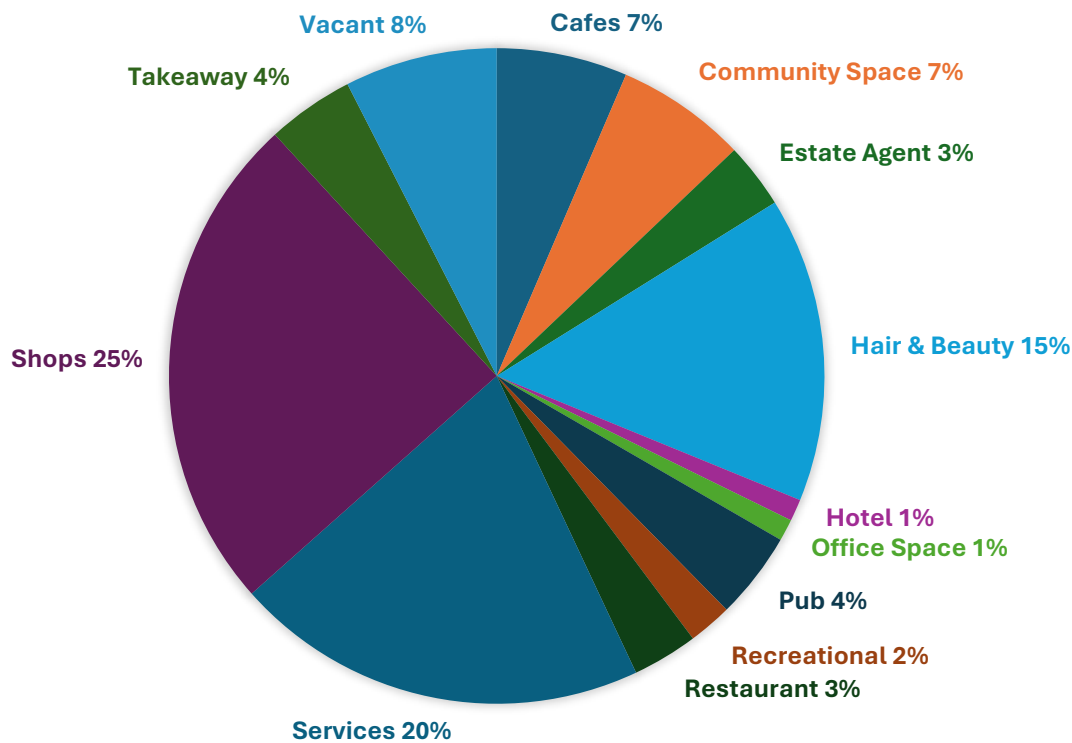
This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12 month period.

3.1.4 Retail Sector Analysis

The below information shows how the retail and commercial offer is distributed in Newent town as of July 26 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	6	3	14	1	1	4	2	3	19	23	4	7

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 (inside Spar) – cash at the till
- Tythings (Premier) 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 – 5 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	2	The Secret Gallery and Charlotte Keating
Art Centres	0	
Children's Play Area	1	Located by Newent Lake and 3 others within walking distance: Recreation Ground, Manor Rd and Meek Rd
Cinema	0	
Community Halls	4	Memorial Hall, Glebe Chapel, Chamber 22 and Market House
Community Garden	2	Space to Grow and Holt Rd allotments within walking distance
Games / Arcades	0	
Gym	0	1 within walking distance of the town centre (outside school hours)
Library	1	
Museum	2	The Museum of Board Games & Market House
Park and Gardens	1	Newent Park and Lake Cemetery
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	1	Newent Market Square
Local tourism attractions (out of town centre)	8	Newent Arboretum Three Choirs Vineyard Briery Hill Llamas May Hill Newent Golf Course Kempley Woods Garden centres Daffodil Trail

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.

August 2025

The Shambles Art Show

September 2025

Newent Celebrates

Heritage Open Days

November 2025

Remembrance Sunday Parade

Christmas Market and Lights Switch
On

Newent Spring Fayre:

Saturday 21st March 10am-4pm

December 2025

Christmas Street Market

Civic Carol Service

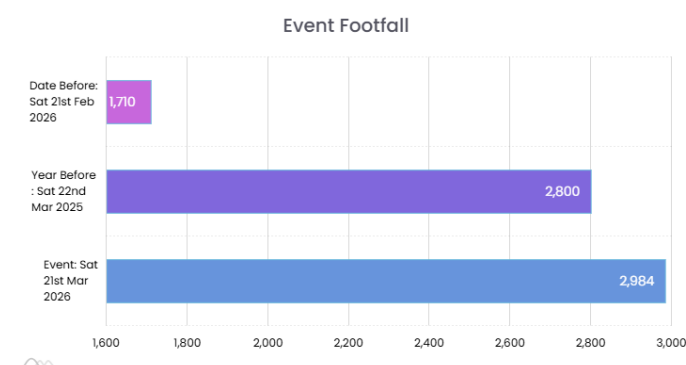
March 2026

Spring Fayre

June 2026

D-Day Commemoration Day

Total town centre footfall was 2,984, a +75% growth versus the same day the month before. There was a 7% increase in visitors compared to the same event day in 2025.



The origin of event visitors was 32.3% from 0-3 miles, 16.3% from 3-10 miles and 39.9% from 10-25 miles and 11.6% from 25-50 miles.

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 successfully secured a range of investments to support the town centre, community infrastructure and sustainable transport improvements, including:

- £10,000 Rural England Prosperity Fund funding for internal works at the Market House.
- £3,400 from Forest of Dean District Council's Town Centre Improvement Fund.
- Active Travel funding from Forest of Dean District Council to undertake a cycle survey.
- Gloucestershire County Council Community Climate Change funding for new cycle racks.
- Public Works Loan and Section 106 funding towards the Pavilion community space.

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 2026 when the retail audit was conducted. A unit was considered vacant if there was no visual evidence of business occupation. There are 5 less vacant properties than were recorded in 2025. 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
2026	7	93	7.5
2025	12	93	12.9
2024	10	87	11.8

4.2.2 List of Vacant Units in Newent

See below the list of vacant retail units within Newent town centre boundary as of June 2026.

- The Golden Combe, High Street
- 7 & 23 Broad Street
- 21 Church Street
- Unit 7 & 10 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 2026 and previous years:

Year	2021	2022	2023	2024	2025	2026
No. of charity shops	3	3	3	3	3	3

From 2021-2026 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
Newent Circle Club	25 Broad Street	Sui Generis
Chamber 22	22 Broad Street	Community Space
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. Newent Retail and Commercial Unit Audit

A. Newent Retail Unit Audit

As of June 2026, 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	Newent Pilates	E	Recreational
Shambles Retail Village	2. Beachus Square	Charlotte Keating Art Gallery	FI	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	Vacant	Vacant	Vacant
Shambles Retail Village	8. Beachus Square	Boutique No. 8	E	Shop
Shambles Retail Village	9. Beachus Square	Museum of Board Games	FI	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	FI	Community Space
I	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	Hardware and Pet Shop	E	Shop

No./Name	Street	Service	Use Class	Sector
7	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	Bettees Health Studio	E	Health & wellbeing
14	Broad Street	The Tudor Fish and Chip Shop	Sui Generis	Takeaway
15	Broad Street	Yesterday Today Vintage and Collectibles	E	Shop
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
22	Broad Street	Chamber 22	F2	Community Space
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	Broady's Hair & Beauty	E	Hair & Beauty
33	Broad Street	Bee's Herbals	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	Café

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 & Secret Gallery	Sui Generis	Pub
8	Church Street	Lords Larder	F2	Community Space
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	Unveil Bridal	E	Shop
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	CI	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	The Ark Café	E	Cafe
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 Market House	Market Square	Newent Market House	E	Community Space
Holts Health Centre	Watery Lane	Holts Health Clinic	E	Service