

# 2013 & 2014

**NEWENT:**

**RETAIL PATHFINDER  
TOOLKIT**



## **NEWENT: RETAIL PATHFINDER TOOLKIT ANNUAL REPORTS 2013 & 14**

This report follows the guidelines laid out in the 'Successful Town Centres – Downloading Effective Strategies – Indicators Toolkit'. The report presents key findings which can be used to annually evaluate the effectiveness of Newent Town Centre. The report is prepared by Regeneration Services, Forest of Dean District Council.

## 1. INTRODUCTION

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

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

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

### 1.4 Successful Town Centres – Developing Effective Strategies: Indicators Toolkit

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

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

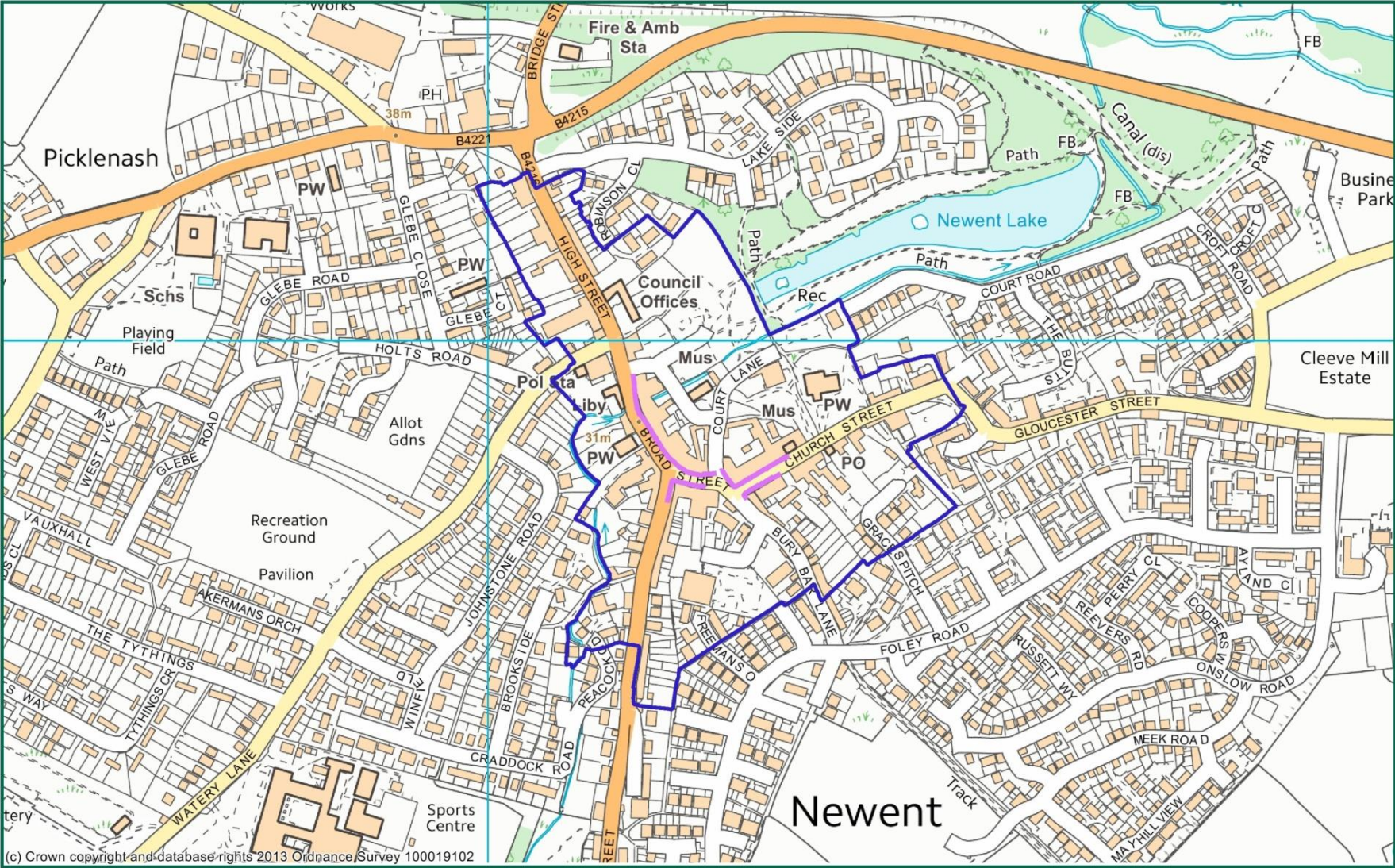
1.4.3 The indicators toolkit advises that a numbers of indicators are assessed. This report monitors the following indicators:

Footfall	Reported Crime
Markets	Car Parking
Retail Offer	Culture and Leisure Offer
Events	Charity Shops
Vacant Shops	Evening/Night Time Economy

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

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

**NEWENT TOWN CENTRE**



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## 2. PEOPLE AND FOOTFALL

2.1 The overall aim of obtaining this data 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.

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

### 2.3 Footfall

2.3.1 Footfall refers to the number of people walking up and down a given town centre (or single street) regardless of their reasons for doing so. Typical reasons may include shopping, a pleasant stroll, going to work or college, to the cinema or for a meal, accessing public services, visiting friends or simply passing through.

2.3.2 Footfall is often linked to the level of attractiveness of a location and its ability to satisfy customer and visitor needs and expectations successfully.

2.3.3 The information below provides a summary of the 10 minute footfall counts for 2014, 2013, 2009, 2008 and 1999. The 10 minute average has been calculated across the whole week (weekday and weekend counts).

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

2.3.5 The methodology used in 2014 & 2013 is as per the guidance stated in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit'. The methodology stated in this document should be used to repeat the data collection on an annual basis. Data was collected in one location on a Wednesday, Friday and Saturday for 1 hour starting at 10.30. Footfall was recorded for both sides of the street

#### 2.3.6 10 Minute Average Summary Comparison – 2014, 2013, 2009, 2008, 1999

2014	2013	2009	2008	1999
56	57	49	59	56

2.3.7 The following information indicates the breakdown of the footfall counts for each recorded year. The 2014 & 2013 footfall counts were recorded on Wednesday, Friday and Saturday. The 2009 and 2008 footfall counts were recorded on Wednesday and Saturday. The 1999 counts were recorded on Friday and Saturday.

2.3.8 Footfall Count Breakdown – 2014

DATE/TIME	9.7.14 (Weds)	DATE/TIME	11.7.14 (Fri)	DATE/TIME	12.7.14 (Sat)
10.30 – 10.40	49	10.30 – 10.40	59	10.30 – 10.40	73
10.40 – 10.50	51	10.40 – 10.50	47	10.40 – 10.50	54
10.50 – 11.00	47	10.50 – 11.00	59	10.50 – 11.00	67
11.00 – 11.10	38	11.00 – 11.10	54	11.00 – 11.10	44
11.10 – 11.20	50	11.10 – 11.20	60	11.10 – 11.20	75
11.20 – 11.30	46	11.20 – 11.30	56	11.20 – 11.30	75
<b>TOTAL</b>	<b>281</b>	<b>TOTAL</b>	<b>335</b>	<b>TOTAL</b>	<b>388</b>
<b>10 min average</b>	<b>47</b>	<b>10 min average</b>	<b>56</b>	<b>10 min average</b>	<b>65</b>
<b>WEEKLY AVERAGE: 56 (per 10 minute average)</b>					

The weather conditions and other influencing factors were noted when gathering footfall data:

9.7.14	Sunny
11.7.14	Sunny and Warm
12.7.14	Sunny and Warm

Counts were conducted for an hour and footfall was recorded at 10 minute intervals. Counts were taken outside Andy Creese Butchers and both sides of the street were counted.

2.3.9 Footfall Count Breakdown – 2013

DATE/TIME	6.11.13 (Weds)	DATE/TIME	8.11.13 (Fri)	DATE/TIME	9.11.13 (Sat)
10.30 – 10.40	57	10.30 – 10.40	59	10.30 – 10.40	56
10.40 – 10.50	51	10.40 – 10.50	71	10.40 – 10.50	56
10.50 – 11.00	46	10.50 – 11.00	45	10.50 – 11.00	47
11.00 – 11.10	45	11.00 – 11.10	56	11.00 – 11.10	68
11.10 – 11.20	49	11.10 – 11.20	64	11.10 – 11.20	54
11.20 – 11.30	62	11.20 – 11.30	69	11.20 – 11.30	69
<b>TOTAL</b>	<b>310</b>	<b>TOTAL</b>	<b>364</b>	<b>TOTAL</b>	<b>350</b>
<b>10 min average</b>	<b>52</b>	<b>10 min average</b>	<b>61</b>	<b>10 min average</b>	<b>58</b>
<b>WEEKLY AVERAGE: 57</b>					

The weather conditions and other influencing factors were noted when gathering footfall data:

6.11.13	Overcast/Light Rain
8.11.13	Heavy Rain, 2 charity market stalls
9.11.13	Rain, 1 market stall – Poppy Appeal

Counts were conducted for an hour and footfall was recorded at 10 minute intervals. Counts were taken outside Andy Creese Butchers and both sides of the street were counted.

#### 2.3.10 Footfall Count Breakdown – 2009

DATE/TIME	22.7.09 (Weds)	DATE/TIME	25.7.09 (Sat)
10.43 – 10.53	48	10.50 – 11.00	50
11.25 – 11.35	54	11.00 – 11.10	53
12.41 – 12.51	39	12.00 – 12.10	65
<b>TOTAL</b>	<b>141</b>	<b>TOTAL</b>	<b>168</b>
<b>WEEKLY AVERAGE: 49 (per 10 minutes from 10.00 – 11.00)</b>			

The weather conditions were noted when gathering footfall data:

22.7.09	Showers/Overcast
25.7.09	No data

Counts were conducted in a 10 minute slot within each hour. One count was taken each hour for 3 hours. The counts highlighted in green are comparable timings to the counts undertaken in 2013. Counts were taken outside Andy Creese Butchers. Counts were then multiplied by 1.5 to get the total for both sides of the street (which is shown). For example: Hour 10.00 – 11.00, Counts were taken between 10.50 – 11.00.

#### 2.3.11 Footfall Count Breakdown – 2008

The weather conditions were noted when gathering footfall data:

23.9.08	Overcast
20.9.08	Sunny and Warm

Counts were conducted in a 10 minute slot within each hour. One count was taken each hour for 3 hours. The counts highlighted in green are comparable timings to the counts undertaken in 2013. Counts were taken outside Andy Creese Butchers. Counts were then multiplied by 1.5 to get the total for both sides of the street (which is shown). For example: Hour 10.00 – 11.00, Counts were taken between 10.50 – 11.00.

DATE/TIME	23.9.08 (Tues)	DATE/TIME	20.9.08 (Sat)
10.30 – 10.40	57	10.50 – 11.00	60
11.30 – 11.40	52	11.40 – 11.50	53
12.00 – 12.10	33	12.40 – 12.50	50
<b>TOTAL</b>	<b>142</b>	<b>TOTAL</b>	<b>163</b>
<b>WEEKLY AVERAGE: 59 (per 10 minutes from 10.00 – 11.00)</b>			

### 2.3.12 Footfall Count Breakdown – 1999

Please note the methodology used for the 1999 counts is significantly different from the methodology used for the 2014, 2013, 2009 and 2008 assessment.

Readings were counted for 24 minutes out of 6 hours, between the hours of 10.00 – 17.00.

Count sites are the same locations as the 2013, 2009 and 2008 assessment. The count sites were separated in the 1999 assessment; these being Andy Creese Butchers and 32 Broad Street, Newent.

The figures quoted are grossed up by a factor of 15; this is equal to the sampling fraction, i.e. 15 x 24 minutes = 360 minutes (6 hours).

The figures detailed are for 6 hours, this has subsequently been split down into 1 hour counts and 10 minute counts to offer a comparison to the 2013, 2009 and 2008 count data.

#### Andy Creese Butchers:

DATE: 29.1.99 (Weekday)		DATE: 30.1.99 (Weekend)	
6 hours	840	6 hours	1200
1 hour	140	1 hour	200
10 minutes	23	10 minutes	33

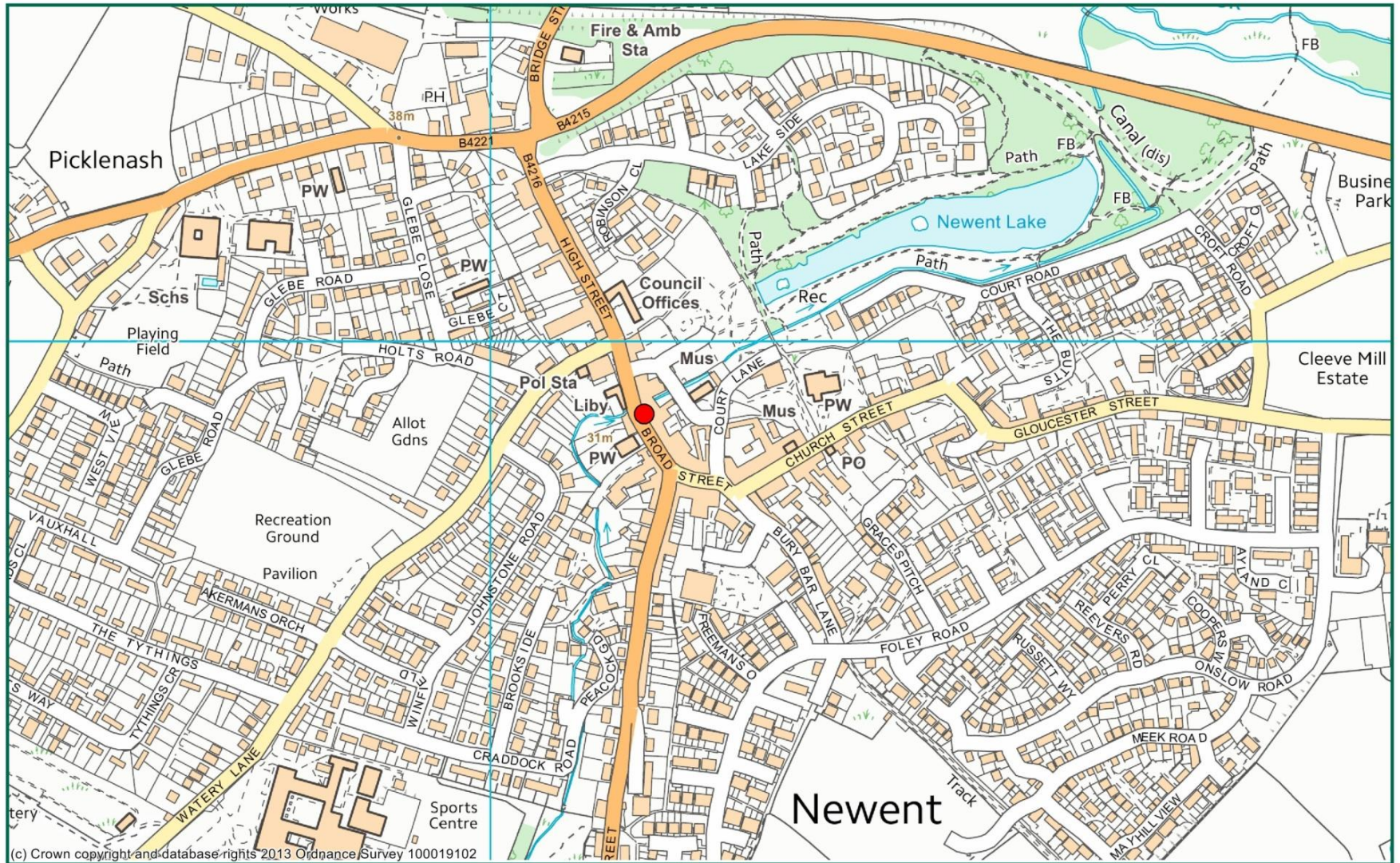
#### 32 Broad Street:

DATE: 29.1.99 (Weekday)		DATE: 30.1.99 (Weekend)	
6 hours	750	6 hours	1220
1 hour	125	1 hour	203
10 minutes	21	10 minutes	34

#### Total: (both Andy Creese Butchers & 32 Broad Street)

DATE: 29.1.99 (Weekday)		DATE: 30.1.99 (Weekend)	
6 hours	1590	6 hours	2420
1 hour	265	1 hour	403
10 minutes	44	10 minutes	67
<b>WEEKLY AVERAGE: 56</b>			

# NEWENT – FOOTFALL LOCATIONS



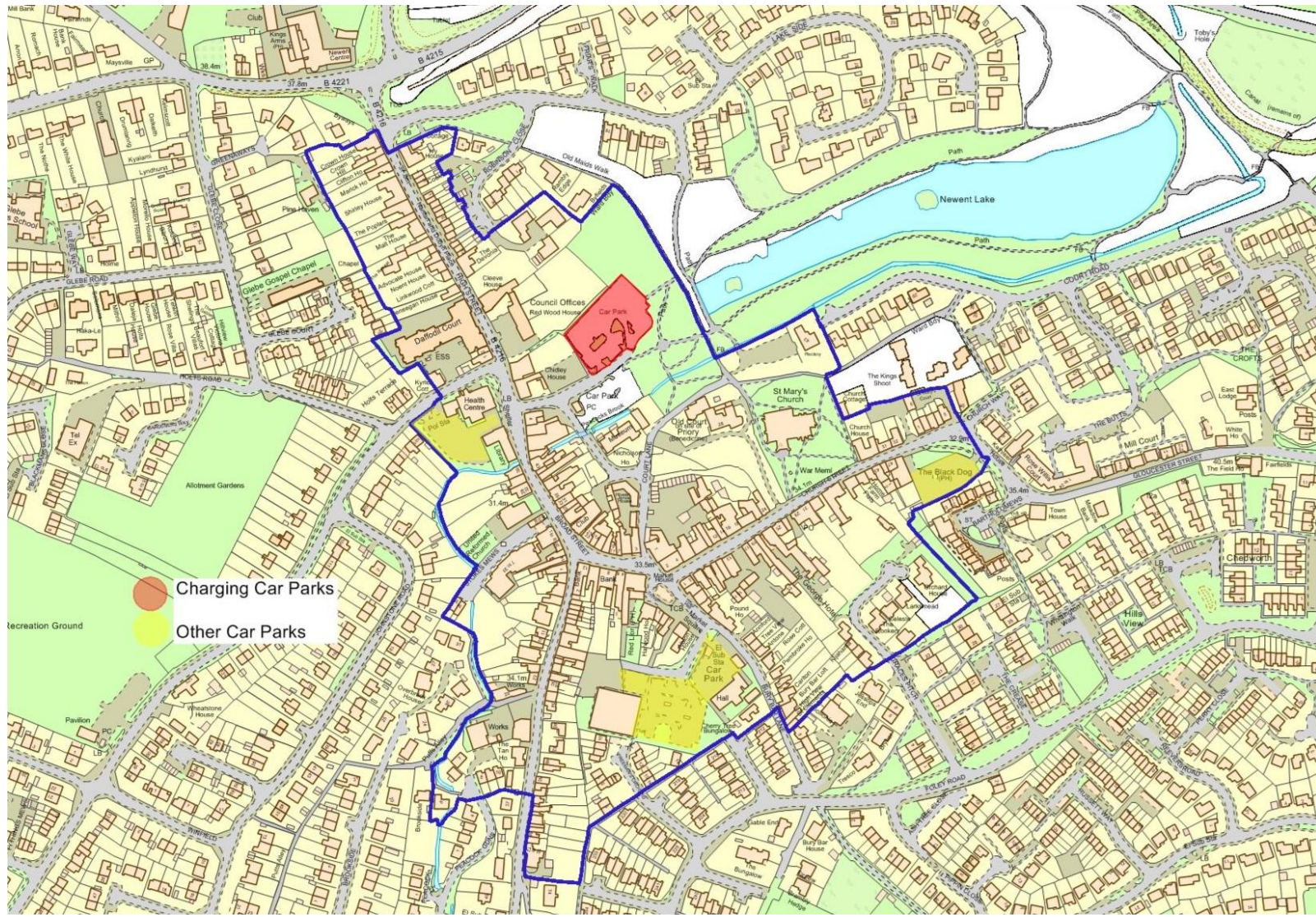


## 2.4 Car Parking

- 2.4.1 This indicator refers to the total public car parking capacity and usage in and around the town centre.
- 2.4.2 For many people, the possibility of driving into town and parking their car in a safe car park remains a considerable element of convenience-based attractiveness as it grants them a higher sense of perceived comfort and independence. Many retailers and high street businesses would tend to agree with this and, in some cases, would prefer for their customers to be able to park near their shop or outlet for ease of access.
- 2.4.3 Measuring and monitoring the level of car park usage, along with footfall and retail sales contribute to a dynamic picture of activity levels in the town centre. Over time, this data can provide the basis of a comparison between actual and versus perceived variances of activity and the impact of initiatives like events, special offers and the arrival or departure of high profile businesses.
- 2.4.4 The Forest of Dean District Council Cabinet made the decision to implement car parking charges in September 2011, with charging commencing on 1 July 2012.
- 2.4.5 The following table provides a breakdown of the Newent car parking (Lewell Street) usage on a month by month basis from July 2012 to September 2014.

<b>MONTH</b>	<b>NUMBER OF TICKETS PURCHASED</b>	<b>MONTH</b>	<b>NUMBER OF TICKETS PURCHASED</b>
July 2012	4560	September 2013	4669
August 2012	4995	October 2013	5871
September 2012	3470	November 2013	4892
October 2012	3238	December 2013	3550
November 2012	4393	January 2014	5287
December 2012	3397	February 2014	4589
January 2013	3882	March 2014	4734
February 2013	4025	April 2014	5082
March 2013	4336	May 2014	5848
April 2013	4927	June 2014	5155
May 2013	5225	July 2014	6279
June 2013	4789	August 2014	2921
July 2013	5047	September 2014	4558
August 2013	6332		

# NEWENT – CAR PARKING



## **DIVERSITY AND VITALITY OF PLACE**

- 3.1 The overall aim in this theme is to provide an assessment of the actual offer of the town centre and its diversity taking an all-inclusive approach that includes it daytime, evening and night-time economies.
- 3.2 The approach does not differentiate here between the public and private sectors as it is interpreted that both contribute to the provision of services, products and an overall experience for town centre visitors to enjoy and keep coming back to.
- 3.3 This theme does not monitor consumer demand, expectations or their perceptions of the offer provided by the town centre. This should be covered by a separate theme.
- 3.4 The 'Diversity and Vitality of Place' section covers the following key items; Retail Offer, Culture and Leisure Offer, Events, Reported Crime and Markets.
- 3.5 **Retail Offer**
  - 3.5.1 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.
  - 3.5.2 In order to remain competitive, town centres need to ensure they provide a level of offer that matches the demand of their current (or intended) visitors and consumers.
  - 3.5.3 This indicator is often linked to footfall and levels of business as well as visitor satisfaction. It can also be used (in conjunction with other indicators) to monitor the balance and relationship between the area's day-time and night-time/evening economies.
  - 3.5.4 This indicator helps to identify gaps in the retail offer that could be targeted for inward investment or start up support and is information that potential providers will find valuable.
  - 3.5.5 The indicator also provides its users with the means to monitor whether their town centre is becoming too dominated by a single type of retail offer (e.g. pound shops, charity shops, pubs/bars).
  - 3.5.6 The retail offer is broken down in to Use Class Orders. A summary of the Use Class Order can be found below:
    - A1** – Shops
    - A2** – Financial and Professional Services
    - A3** – Restaurants and Cafes
    - A4** – Drinking Establishments
    - A5** – Hot Food Takeaways

**B1** – Business

**D1** – Non-residential Institutions

**D2** – Assembly and Leisure

**Sui Generis** – Theatres, Amusement Arcades, Funfair, Launderette, Sale of Fuel, Sale or Display of Motor Vehicles, Taxis, Scrapyard, Hostel, Waste Disposal, Retail Warehouse, Night Club, Casino

**Vacant** – As described

3.5.7 It should be noted that the number of units recorded differs between 2013 and 2008. This may be as a result of the division of shop units, or variation on the area assessed.

3.5.8 The retail offer within Newent was recorded for 2014, 2013 and 2008. The retail Use Class Order breakdown is as follows:

USE CLASS	2014	
	NUMBER OF UNITS	% WITHIN EACH CLASS
A1	20	51
A2	10	10.2
A3	6	6.1
A4	4	4.1
A5	5	5.1
B1	5	5.1
D1	11	11.2
D2	0	0
Sui Generis	1	1.1
Vacant	6	6.1
<b>TOTAL</b>	<b>98</b>	<b>100</b>

USE CLASS	2013		2008	
	NUMBER OF UNITS	% WITHIN EACH CLASS	NUMBER OF UNITS	% WITHIN EACH CLASS
A1	48	49.5	47	52.2
A2	9	9.3	12	13.4
A3	5	5.2	8	8.9
A4	4	4.1	2	2.2
A5	5	5.2	3	3.3
B1	6	6.2	4	4.4
D1	11	11.3	7	7.8
D2	0	0	0	0
Sui Generis	1	1	0	0
Vacant	8	8.2	7	7.8
<b>TOTAL</b>	<b>97</b>	<b>100</b>	<b>90</b>	<b>100</b>

3.5.9 The data indicates that Use Class A1 (Shops) has the highest retail offer percentage within Newent for 2014, 2013 and 2008, with a small increase in A1 uses in 2014. There has been an increase in A2 and A3 usage (Financial & Professional Services, Restaurants and Cafes) as well as D1 usage (Non-residential institutions e.g. clinics, health centre, libraries) from 2013. To summarise the following usage has increased since 2013; A1, A2, A3, D1 and the following usage has decreased; B1 and Vacancy.

### 3.6 Culture and Leisure Offer

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

3.6.2 Interaction with other people, cultural activities and a bit of enjoyment not related to a 'to do/buy' list are some of the many reasons why people come to town centres. This indicator captures this characteristic of town centre activity.

3.6.3 As in the case of the 'retail offer' indicator, there may be a clear distinction here between the day-time, evening and high-time, which merit investigation.

3.6.4 The following provides an indication of the cultural and leisure offer within Newent town centre for 2014, 2013 and 2008.

<b>FACILITY</b>	<b>2014</b>	<b>2013</b>	<b>2008</b>
Museums	0	0	1
Art Galleries	1	0	1
Arts Centre	0	0	0
Take Away	5	5	3
Cafes	6	5	8
Swimming Pools	1 (not in Town Centre but within walking distance of TC)	1 (not in Town Centre but within walking distance of TC)	1 (not in Town Centre but within walking distance of TC)
Gyms	0	0	0
Cinemas	0	0	0
Theatres	0	0	0
Community Halls	1	1	0
Parks/Gardens	1	1	1
Games Arcade	0	0	0
Other Specialist Outlets	2 (Library and The Chill Out Zone)	2 (Library and The Chill Out Zone)	2 (Library and The Chill Out Zone)

3.6.5 The figures for 2014 demonstrate a similar profile as 2013, with a minor increase in the number of art galleries and cafes. It should be noted that there is still a lack of facilities related to Cinemas, Theatres and Swimming Pools.

### 3.7 Events

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

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

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

3.7.4 Events may range from small carnivals or fairs to major cultural festivals or conferences.

3.7.5 Licensed events in Newent over the past year (September 2013 – September 2014) are as follows:

#### Temporary Event Notice:

Stall in Church Street, Newent, on Onion Fayre day	14/09/2013	10:00	17:00	Supply of Alcohol
Newent Recreation Ground	31/08/2013	11:00	20:00	Rugby Fun Day with the sale of alcohol
Budgens Car Park, Newent, Onion Fayre	14/09/2013	09:00	18:00	Alcohol sales from stall in car park
Stall @ Newent, Onion Fayre	14/09/2013	08:00	16:00	Sale of alcohol from stall @ Onion Fayre
Newent Market Hall area, Newent Onion Fayre	14/09/2013	10:00	20:00	Newent Onion Fayre, sale of alcohol
Black Dog Inn, Newent - Newent Onion Fayre	14/09/2013	10:00	00:00	Newent Onion Fayre, sale of alcohol
Stall @ Church Street, Newent Onion Fayre	13/09/2014	10:00	17:00	Sale of alcohol from Tombola stall
Newent Recreation Ground	26/04/2014	13:00	18:00	Rugby day with a sale of alcohol
The Willows, Horsefair Lane	05/07/2014	18:00	02:00	Charity Ball
Newent Recreation Ground	10/08/2014	12:00	20:00	Sale of alcohol, regulated entertainment

The Moat, Anthony's Cross, Newent, GL18 1JG.	19/07/2014	18:00	22:30	Sale of alcohol at barbeque
Newent Recreation Ground	16/08/2014	11:00	20:00	Sale of alcohol, entertainment club membership day
Newent Memorial Hall	02/08/2014	19:00	23:30	Sale of alcohol at a wedding
Newent Recreation Ground	23/08/2014	12:00	01:00	Sale of alcohol at Rugby match
Stall at Newent Onion Fair	13/09/2014	08:00	18:00	Sale of alcohol
Newent Onion Fayre	13/09/2014	09:00	19:00	Sale of alcohol
Stall at Newent Onion Fayre	13/09/2014	09:30	18:30	Sale of alcohol
Black Dog Inn, Newent	13/09/2014	10:00	00:00	Sale of alcohol, reg entertainment, late night refreshment

### Premises Licence:

Individual pubs within the town have their own premises licences which they renew annually.

**Newent Onion Fayre** has a premises licence for the town centre which it also renews annually. This premises licence covers the entertainment but does not cover alcohol. Individual stall holders selling off sales of alcohol usually submit a Temporary Event Notice, as do pubs for extensions (these are included within the Temporary Event Notice list).

Newent Lake and Newent Market Square both have premises licences. The licence holder is Newent Town Council.

### Road Closure Order:

Christmas Lights Switch On, Church Street and Broad Street, Newent – 30.11.13

Road Closure Orders for the Newent Onion Fayre are dealt with by Gloucestershire County Council as the event has increased in scale.

- 3.7.6 There are additional annual events such as the Joe Meek Festival, Live at the Lake, Newload, Christmas Tree Festival and 4 Brass Band concerts. There are no licences registered for this event, as they may not be required. The event should however be noted in this report.

## 3.8 **Reported Crime**

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

- 3.8.2 In some cases, fear of crime can act as a deterrent for people not to visit a town centre, particularly in the evenings and at night. Yet, as powerful as perceptions can be in influencing people's behaviour, they are not always directly related to reality.
- 3.8.3 This indicator will allow its users to contrast these perceptions with actual reported crime statistics.
- 3.8.4 The data provides information on reported crime within Newent town centre (town centre boundary as defined by Local Planning Policy) from January 2014 – July 2014. Information has been taken from [www.police.uk](http://www.police.uk)

<b>CRIME</b>	<b>Jan 14</b>	<b>Feb 14</b>	<b>Mar 14</b>	<b>Apr 14</b>	<b>May 14</b>	<b>Jun 14</b>	<b>Jul 14</b>
Violence & Sexual Offences	3		1	1		2	1
Anti-Social Behaviour	5	8	2	4	1	6	11
Criminal Damage & Arson	1		2	1	2		
Vehicle Crime		1			1	4	
Burglary			3	2		1	
Theft from Person							
Other Theft	1			1	1		1
Drugs			5				
Robbery						1	
Shoplifting				1			
Other Crime							
Public Disorder and Weapons							
Bicycle Theft	1						
<b>TOTAL</b>	<b>13</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>5</b>	<b>14</b>	<b>13</b>

- 3.8.5 The data provides information on reported crime within Newent town centre (town centre boundary as defined by Local Planning Policy) from January 2013 – December 2014. Information has been taken from [www.police.uk](http://www.police.uk).

<b>CRIME</b>	<b>Jan 13</b>	<b>Feb 13</b>	<b>Mar 13</b>	<b>Apr 13</b>	<b>May 13</b>	<b>Jun 13</b>	<b>Jul 13</b>	<b>Aug 13</b>	<b>Sep 13</b>	<b>Oct 13</b>	<b>Nov 13</b>	<b>Dec 13</b>
Violence & Sexual Offences	4				3	3	1		3			
Anti-Social Behaviour		5	9	6	7	2	1	8	2	5	5	7
Criminal Damage & Arson			2	1	1	3	1	3	1			1
Vehicle Crime	1			1	1		1	1			1	



<b>Burglary</b>			2	1	1	1		1				
<b>Theft from Person</b>											1	
<b>Other Theft</b>					4		2		1	2	1	
<b>Drugs</b>						1	1		1			
<b>Robbery</b>												
<b>Shoplifting</b>	2	3		3	6	1	1	1	1	1		1
<b>Other Crime</b>		1		1		4						
<b>Public Disorder and Weapons</b>					1							
<b>TOTAL</b>	<b>7</b>	<b>9</b>	<b>13</b>	<b>13</b>	<b>24</b>	<b>15</b>	<b>8</b>	<b>14</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>9</b>

3.8.6 Over the 6 month period from January 2014 – July 2014 the total crime figure is down in comparison to the same period in 2013. Anti-social behaviour remains as the highest reported crime, with an increase in this crime from 2013-2014.

### 3.9 Markets

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

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

3.9.3 All 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.

3.9.4 The National Market Trade Federation has a record of one market held in Newent. This is located in the Memorial Hall and is held every Friday. The market is described as a country market.

3.9.5 There is an additional small market on a Thursday (all day) located in the Market Square.

## ECONOMIC CHARACTERISTICS

- 4.1 The overall aim in this theme is to provide users with an assessment of elements linked to the economic performance of a town centre.
- 4.2 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.
- 4.3 **Charity Shops**
  - 4.3.1 This indicator monitors yearly changes in the number of charity shops in a town centre.
  - 4.3.2 Over the last 15 years, the proliferation of charity shops in town centres may have been interpreted in certain circles as a sign of decline. On the other hand, charity shops fill an important gap in the retail offer of any town centre, not just in towns and cities with more modest income catchment area and/or ageing demographics.
  - 4.3.3 Charity shops provide a valuable re-use and re-cycling function reducing the volume of waste going to landfill and bring in valuable income for worthy causes.
  - 4.3.4 Regardless of how the existence of charity shops is interpreted, their growth or decline impacts on perceptions and forms an important element in the monitoring of the economic performance of any town centre.
  - 4.3.5 This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.
  - 4.3.6 The information below details the number of charity shops within the town centre for 2014 and 2008.

### 2014:

New Start Cat Rescue Charity: 11 Broad Street  
Great Oaks Dean Forest Hospice Charity: 39 Broad Street  
The Old Shambles Charity Shop and Bookstore: 22 Church Street

### 2013:

New Start Cat Rescue Charity: 11 Broad Street  
Great Oak Dean Forest Hospice: 39 Broad Street  
The Old Shambles Charity Shop and Bookstore: 22 Church Street

### 2008:

Cats Protection: 15 Broad Street

Great Oak Dean Forest Hospice: 39 Broad Street  
 Newent Association for the Disabled: 18 Church Street  
 Newent Association for the Disabled: 8 Church Street

- 4.3.7 Some traders report concern about the proportion of new goods on sale in charity shops. As charities are able to claim up to 80% discount on their business rates, this could be interpreted as unfair competition.
- 4.3.8 There has been a decline in the number of charity shops within Newent town centre from 2008 data and 2013/14 data. One unit (Great Oak Dean Forest Hospice) has occupied the same unit in all the 2008, 2013 and 2014 data sets.

**4.4 Vacant**

- 4.4.1 This indicator monitors the changes in a town centre’s vacant retail units.
- 4.4.2 An increase in vacant retail units in the town centres has traditionally been linked to economic decline both locally and nationally.
- 4.4.3 This could however also be interpreted as a temporary opportunity for the town centre to re-balance strategically its visitor offer, and a chance for culture and leisure-related outlets and community services to gain more of a foothold in the town centre.
- 4.4.4 Regardless of how vacant units are interpreted, their growth or decline forms an important element in the monitoring of the economic performance of any town centre.
- 4.4.5 Newent Vacant Units 2014:

<b>Vacant Unit Amount</b>	<b>% of units that are Vacant</b>
6	6.1%
Total town centre units surveyed - 98	
<b>Vacant Unit Locations:</b>	
Unit 5, Howell Jones Court, Newent	
8 Church Street, Newent	
1 Court Lane, Newent	
1a Court Lane, Newent	
2 Court Lane, Newent	
31 Culver Street, Newent	

4.4.6 Newent Vacant Units 2013:

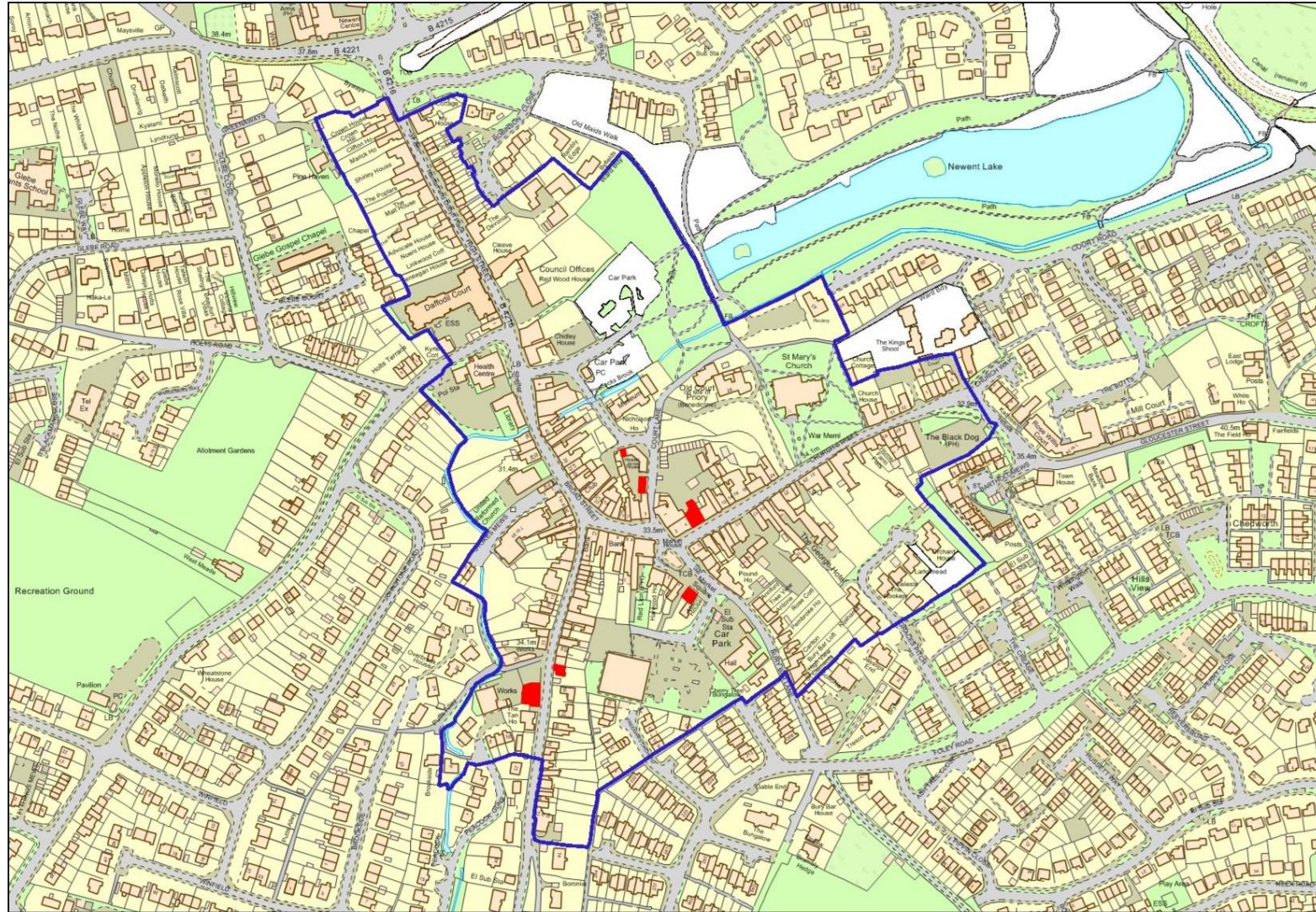
<b>Vacant Unit Amount</b>	<b>% of units that are Vacant</b>
8	8.2%
Total town centre units surveyed - 97	
<b>Vacant Unit Locations:</b>	

The Old Malt House, Newent  
 Unit 5, Howell Jones Court, Newent  
 Albion House, Newent  
 1 Court Lane, Newent  
 1a Court Lane, Newent  
 5a Broad Street, Newent  
 31 Culver Street, Newent  
 34 Culver Street, Newent

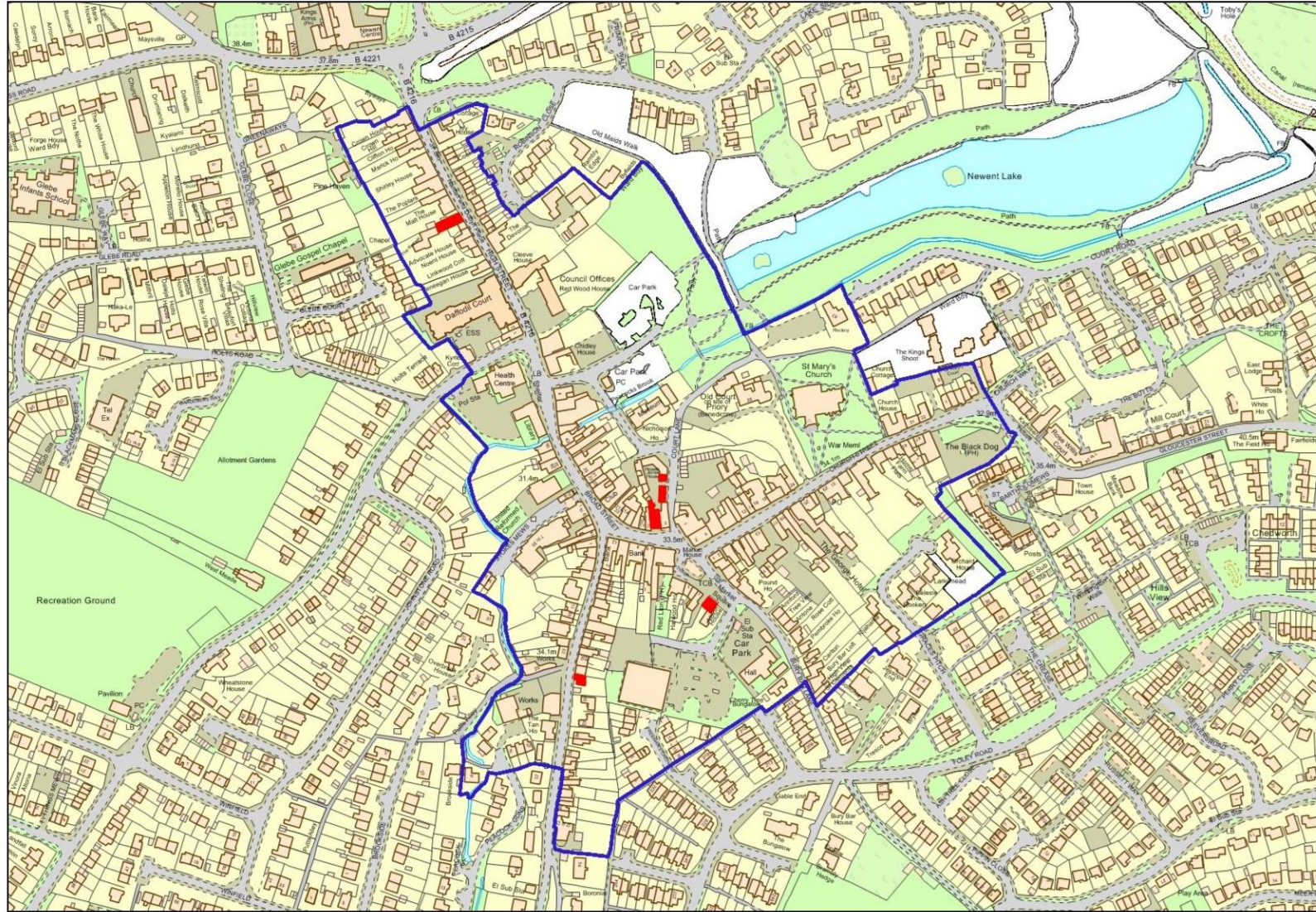
4.4.7 Newent Vacant Units 2008:

<b>Vacant Unit Amount</b>	<b>% of units that are Vacant</b>
7	7.8%
Total town centre units surveyed - 90	
<b>Vacant Unit Locations:</b>	
29 Broad Street, Newent	
Howell Jones House, Newent	
The Attic, 8 - 10 Church Street, Newent	
8b Church Street, Newent	
Unit 4, 17 Croft House, Newent	
11 Church Street, Newent	
The Old Granary, Old Court Lane, Newent	

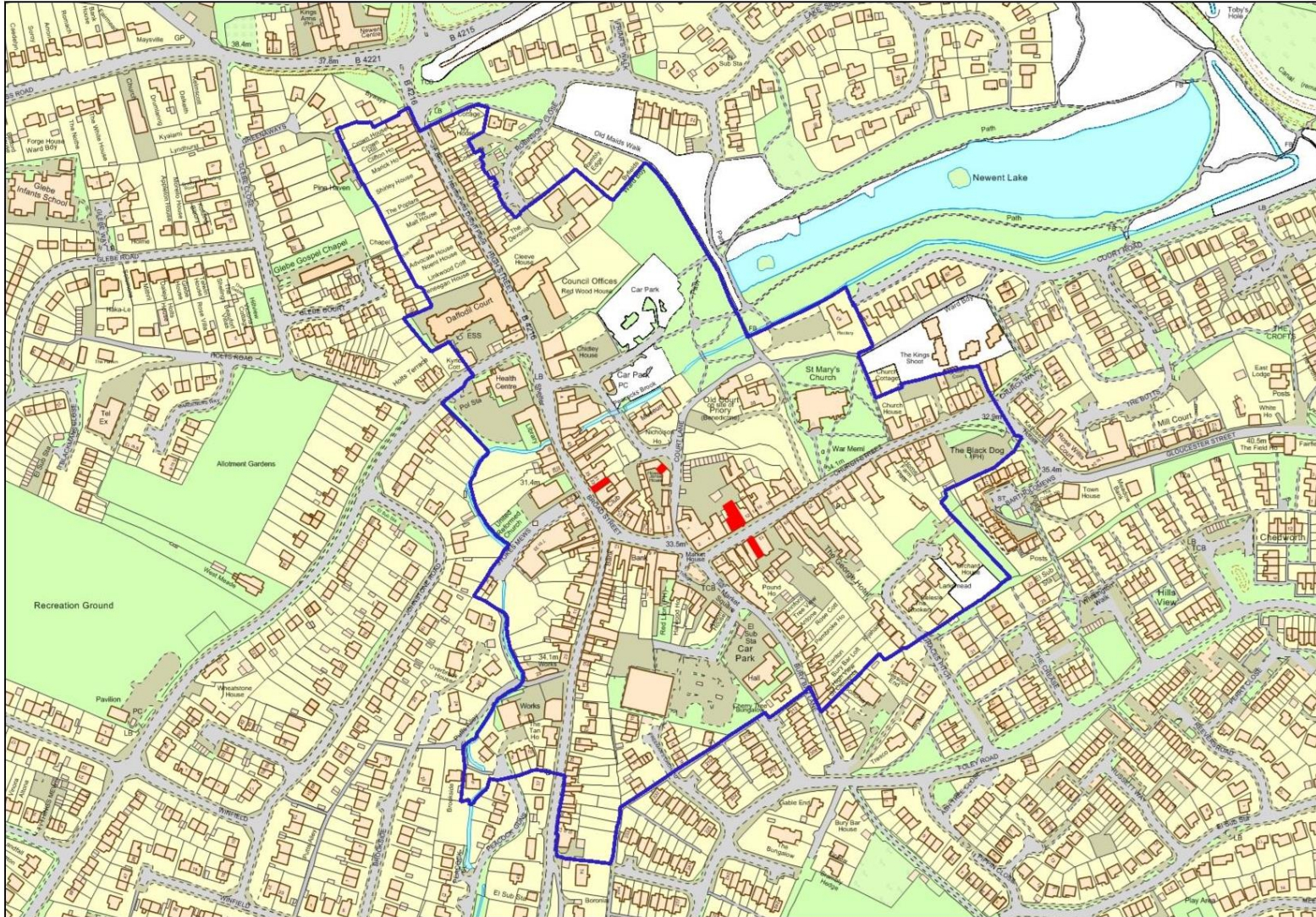
**NEWENT VACANT UNITS 2014**



**NEWENT VACANT UNITS 2013**



# NEWENT VACANT UNITS 2008



## 4.6 Evening/Night Time Economy

- 4.6.1 This indicator monitors evidence of active management of the evening and night time economies in the town centre.
- 4.6.2 The majority of town centres (or at least parts of them) do not go to sleep after the last shop closes for the day. They often have evening and night time economies too, which may vary in size and character from one location to another.
- 4.6.3 In some areas, this part of the economy forms a crucial part of the service offer.
- 4.6.4 In many cases, the town centre attracts a completely different demographic of customer with different needs and expectations 'after dark' to those who visit the high street during day time.
- 4.6.5 It is also worth distinguishing between the evening consumer (5 – 8 pm often referred to as the 'shoulder period') and late night, which again can have quite different demographics.
- 4.6.6 Evidence is building to support the collective and active management of town centres after dark to increase visitor confidence, improve perceptions, prevent crime and disorder, and provide a healthy trading environment for a range of businesses and providers who operate at night.
- 4.6.7 This indicator enables users to monitor how effectively the evening and night time economies are managed (if they are managed at all) in a town centre.
- 4.6.8 The retail pathfinder toolkit advises that the Purple Flag recognition system is used. Purple flag is the accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that offer *a better night out* to visitors. Purple Flag aims to raise standards and improve the quality of towns and cities at night.
- 4.6.9 Newent town centre is not accredited as a purple flag location.



## CONCLUSION

- 5.1 The report demonstrates that town centre performance is not just a reflection of retail performance.
- 5.2 Whilst there has been a decrease in the average 10 minute footfall count from 2013 to 2014; from 57 people to 56 people, this is seen as a minor drop and is still an increase on figures taken from 2009 (49 average).
- 5.3 The Use Class Order Retail Assessment shows a small increase in 'financial and professional services', 'restaurants and cafes' and 'Non-Residential Institutions'. The predominant use class remains as A1 'Shops' with an increase from 2013 to 2014.
- 5.4 Vacancy rates have seen a small decrease, with rates now at 6.1%. This is notably less than the national average rate of 14.1% (Local Data Company).
- 5.5 The report demonstrates that the cultural and leisure offer has remained at a steady rate from 2008, with a minor increase in the number of art galleries and cafes. There is however still a lack of facilities related to Cinemas and Theatres; although these are facilities you would expect to find in larger town and city centres.
- 5.6 The Events indicator illustrates the 2 major annual events, these being the Newent Onion Fayre and the Christmas light switch on. A number of other events are also detailed. The 2 major events should attract a larger than average footfall count in to the town centre. Additional major events could be accommodated within the Spring/Summer period, to further increase footfall as this time of the year
- 5.7 Crime has decreased from 2013-2014 although Anti-Social behaviour remains as the most commonly reported crime with a slight increased from 2013-2014.
- 5.8 Overall Newent has seen a minor drop in footfall from last year, but it is still higher than footfalls in 2008/09. The vacancy rate is still significantly less the national average. Whilst the majority of the town centre is occupied by shops (A1 use), the town has seen an increase in 'financial and professional services', 'restaurants and cafes' and 'Non-Residential Institutions'. This may be an indicator as to the potential change in town centre use and should be a key focus of monitoring in the future.
- 5.9 The data within this report should be recorded on a yearly basis, to monitor any potential change in footfall or town centre use/provision.
- 5.10 The retail pathfinder toolkit advises that the following data should also be recorded and assessed to monitor the health of the town centre together with the data in this report:
  - Geographical Catchment
  - Access
  - Community Spirit
  - Business Confidence
  - Town Centre Satisfaction with retail offer

- Visitor Experience Satisfaction
- Attractiveness
- Crime and Safety Perception
- Retail Sales
- Partnership Working

**ANNEX A – TOWN CENTRE LIST 2014**

ADDRESS	SERVICE	USE CLASS
Shambles Retail Village	Old Nicks Tattoo and Art Studio	Sui Generis
Shambles Retail Village	Bling Box	A1
Shambles Retail Village	Baby Shambles	A1
Shambles Retail Village	Sandwich Bar	A3
Shambles Retail Village	Bootee Shop	A1
Shambles Retail Village	Art Studio	D1
Shambles Retail Village	Courtyard Café	A3
Shambles Retail Village	Taylor May Art	A1
Shambles Retail Village	Mona's Handbags	A1
Shambles Retail Village	The Shambles - Farm Shop	A1
The Old Malt House	Residential	C3
6 High Street	Sales Office Daffodil Court	B1
1 High Street	AYOT Antiques	A1
Good News Centre	Bookshop + Coffee Shop	A3
The Golden Combe High Street	The Golden Combe Hair Salon	A1
Holts Health Centre	Health Centre	D1
Library and Tourist Info	Library	D1
Lewall House High Street	The Wool Garden	A1
Manchester House High Street	The Co-operative Food	A1
3 High Street	G.D.Parker DIY Supplies and Hardware	A1
4a High Street	Coventry Building Society	A2
4b High Street	Steve Gooch Estate Agents	A2
Unit 1 Howell Jones Court	Redz Hairdressing	A1
Unit 2 Howell Jones Court	NDC Dental Care	D1
Unit 3-4 Howell Jones Court	Perfect Bliss Health and Beauty Salon	A1
Unit 5 Howell Jones Court	Vacant	Vacant
St Mary's Church, Church Street	Church	D1
The Black Dog Church Street	Pub	A4
47 Church Street	Time Hairdressing	A1
29-30 Church Street	Post Office	A1
24 Church Street	Madge Lloyd + Gibson Solicitors	A2
22 Church Street	The Shambles Charity Shop and Bookstore	A1
George Hotel, Church Street	Pub/Hotel	A4
20 Church Street	Picture framing	A1
19 Church Street + 17 Church Street	Jillings Antique Clocks	A1
18 Church Street	Erols Courtyard Café	A1
17 Church Street	Newent Barbers Shop	A1
16 Church Street	Country Flowers	A1
14 Church Street	The Stock Exchange - Clothes/bags	A1
13a Church Street	Sizzling Wok Chinese Takeaway	A5
13b Church Street	Polska Food Shop	A1
12 Church Street	Ideal Carpets	A1
11 Church Street	The Real Deal	A1
10 Church Street	All Seasons Deli Café	A3
9 Church Street	Pet's Mate Pet Shop	A1

ADDRESS	SERVICE	USE CLASS
8 Church Street	Vacant	Vacant
8a Church Street	The Patchwork Basket	A1
7 Church Street	Cobblers Small Pub	A4
6 Church Street	Seymour News	A1
5 Church Street	Offices	B1
4 Church Street	Pillar Software	B1
2 + 2a Church Street	Gooch Sports	A1
1 + 3 Church Street	Rogan Josh Indian Takeaway	A5
Wyedean Healthfoods	Wyedean Healthfoods	A1
Memorial Hall, Bury Bar Lane	Memorial Hall	D1
Co-op Market Square	Co-op Retail Store	A1
Albion House	Residential	C3
1 Market Square	Newent Health and Beauty	A1
2 Market Square	Dental Surgery	D1
3 Market Square	Residential	C3
Harwood House Market Square	Raft Clothing	A1
Newent Town Hall Market Square	Town Hall	D1
The Red Lion Broad Street	Pub	A4
1 Broad Street	Costcutter	A1
1a Broad Street	Cut Above	A1
3 Court Lane	Gurney's Butchers	A1
1 Court Lane	Vacant	Vacant
1a Court Lane	Vacant	Vacant
2 Court Lane	Vacant	Vacant
5a Broad Street	Slades Solicitors	A2
4 Broad Street	Crusty Loaf Bakery	A1
7 Broad Street	The Card Shop	A1
8 Broad Street	Lloyds TSB	A2
10 Broad Street	Ashton and Daniels Optometrist	D1
10a Broad Street	Sweet Memories	A1
11 Broad Street	New Start Cat Rescue Charity	A1
13 Broad Street	Flowercraft Florist	A1
19 Broad Street	Day Lewis Pharmacy	A1
21a Broad Street	Pipins Fruit and Veg	A1
23 Broad Street	Country Corner Clothes	A1
23a Broad Street	Newent Circle Club	D1
27a Broad Street	Newent News	A1
27b Broad Street	Snippets Hair	A1
29 Broad Street	Mementos Gift Shop	A1
31 Broad Street	The Cake Box Tea Rooms	A3
35 Broad Street	Naylor Powell Estate Agents	A2
37a Broad Street	Andy Creese Butchers	A1
39 Broad Street	Great Oaks Dean Forest Hospice Charity Shop	A1
32a Broad Street	RS Photographic	A2
32b Broad Street	Reflections Hair Salon	A1

<b>ADDRESS</b>	<b>SERVICE</b>	<b>USE CLASS</b>
34 Broad Street	The Newent Tandoori	A5
36 Broad Street	The Chillout Zone	D1
16 Broad Street	Smiths of Newent Estate Agents	A2
14 Broad Street	The Tudor Fish and Chip Shop	A5
12 Broad Street	Barclays Bank	A2
43 Broad Street	Kam Wah Chinese Takeaway	A5
1 Culver Street	Buttery Tea Rooms	A3
34 Culver Street	Residential	C3
20 Culver Street	Perpetua Print And Design	B1
The Old Chapel Culver Street	Smiths of Newent Antiques Auctions	A2
25 Culver Street	Newent Blacksmiths Markeys + Sons	B1
31 Culver Street	Vacant	Vacant

**ANNEX B – TOWN CENTRE LIST 2013**

ADDRESS	SERVICE	AREA SQ M	USE CLASS
Shambles Retail Village	Old Nicks Tattoo and Art Studio	80	Sui Generis
Shambles Retail Village	Home Décor	15	A1
Shambles Retail Village	Bling Box	15	A1
Shambles Retail Village	Smiffy's Café	20	A3
Shambles Retail Village	Baby Shambles	15	A1
Shambles Retail Village	Fairchilds	20	A1
Shambles Retail Village	Gill's Books	25	A1
The Old Malt House	Vacant	130	Vacant
6 High Street	Sales Office Daffodil Court	260	B1
1 High Street	AYOT Antiques	90	A1
Good News Centre	Bookshop + Coffee Shop	225	A3
The Golden Combe High Street	The Golden Combe Hair Salon	50	A1
Holts Health Centre	Health Centre	485	D1
Former Police Station	Kings Builders Gloucester Ltd & Health Centre	105	D1
Library and Tourist Info	Library	270	D1
Lewall House High Street	The Wool Garden	65	A1
Manchester House High Street	The Co-operative Food	365	A1
3 High Street	G.D.Parker DIY Supplies and Hardware	120	A1
4a High Street	Coventry Building Society	30	A2
4b High Street	Steve Gooch Estate Agents	45	A2
Unit 1 Howell Jones Court	Redz Hairdressing	40	A1
Unit 2 Howell Jones Court	NDC Dental Care	60	D1
Unit 3-4 Howell Jones Court	Perfect Bliss Health and Beauty Salon	30	A1
Unit 5 Howell Jones Court	Vacant	20	Vacant
St Mary's Church Church Street	Church	784	D1
The Black Dog Church Street	Pub	205	A4
47 Church Street	Time Hairdressing	50	A1
29-30 Church Street	Post Office	100	A1
24 Church Street	Madge Lloyd + Gibson Solicitors	105	A2
22 Church Street	The Shambles Charity Shop and Bookstore	128	A1
George Hotel Church Street	Pub/Hotel	350	A4
20 Church Street	Picture Framing	95	A1
19 Church Street & 17 Church Street	Furniture	218	A1
18 Church Street	CB Home Improvements Limited	215	A1
16 Church Street	Country Flowers	60	A1
14 Church Street	The Stock Exchange - Clothes/bags	90	A1
13a Church Street	Sizzling Wok Chinese Takeaway	75	A5
13b Church Street	Polska Food Shop	60	A1
12 Church Street	Ideal Carpets	85	A1



ADDRESS	SERVICE	AREA SQ M	USE CLASS
11 Church Street	The Real Deal	78	A1
10 Church Street	All Seasons Deli Café	80	A3
9 Church Street	Pet's Mate Pet Shop	85	A1
8 Church Street	The Beauty Rooms	105	A1
8a Church Street	The Patchwork Basket	35	A1
7 Church Street	Cobblers Small Pub	100	A4
6 Church Street	Seymour News	155	A1
5 Church Street	Offices	95	B1
4 Church Street	Pillar Software	60	B1
2 + 2a Church Street	Gooch Sports	90	A1
1 + 3 Church Street	Rogan Josh Indian Takeaway	65	A5
Wyedean Healthfoods	Wyedean Healthfoods	60	A1
Memorial Hall Bury Bar Lane	Memorial Hall	355	D1
Budgens Market Square	Budgens Retail Store	985	A1
Albion House	Vacant	77	Vacant
1 Market Square	Newent Health and Beauty	67	A1
2 Market Square	Dental Surgery	40	D1
Harwood House Market Square	Raft Clothing	120	A1
Newent Town Hall Market Square	Town Hall	84	D1
The Red Lion Broad Street	Pub	336	A4
1 Broad Street	Costcutter	285	A1
3 Court Lane	Gurney's Butchers	115	A1
1 Court Lane	Vacant	15	Vacant
1a Court Lane	Vacant	15	Vacant
2 Court Lane	Total Design	30	B1
5a Broad Street	Vacant	130	Vacant
4 Broad Street	Crusty Loaf Bakery	120	A1
7 Broad Street	The Card Shop	60	A1
8 Broad Street	Lloyds TSB	240	A2
10 Broad Street	Ashton and Daniels Optometrist	65	D1
10a Broad Street	Sweet Memories	90	A1
11 Broad Street	New Start Cat Rescue Charity	40	A1
13 Broad Street	Flowercraft Florist	70	A1
19 Broad Street	Day Lewis Pharmacy	60	A1
21a Broad Street	Pippins Fruit and Veg	50	A1
23 Broad Street	Country Corner Clothes	75	A1
23a Broad Street	Newent Circle Club	230	D1
27a Broad Street	Newent News	75	A1
27b Broad Street	Snippets Hair	50	A1
29 Broad Street	Memento's Gift Shop	60	A1

ADDRESS	SERVICE	AREA SQ M	USE CLASS
31 Broad Street	The Cake Box Tea Rooms	85	A3
35 Broad Street	Naylor Powell Estate Agents	135	A2
37a Broad Street	Andy Creese Butchers	175	A1
39 Broad Street	Great Oaks Dean Forest Hospice Charity Shop	165	A1
32a Broad Street	RS Photographic	35	A2
32b Broad Street	Reflections Hair Salon	70	A1
34 Broad Street	The Newent Tandoori	80	A5
36 Broad Street	The Chillout Zone	45	D1
16 Broad Street	Smiths of Newent Estate Agents	55	A2
14 Broad Street	The Tudor Fish and Chip Shop	130	A5
12 Broad Street	Barclays Bank	166	A2
43 Broad Street	Kam Wah Chinese Takeaway	105	A5
1 Culver Street	Buttery Tea Rooms	85	A3
34 Culver Street	Vacant	55	Vacant
20 Culver Street	Perpetua Print And Design	165	B1
The Old Chapel Culver Street	Smiths of Newent Antiques Auctions	145	A2
25 Culver Street	Newent Blacksmiths Markeys + Sons	150	B1
31 Culver Street	Vacant	200	Vacant

**ANNEX C – TOWN CENTRE LIST 2008**

ADDRESS	SERVICE	USE CLASS
19 Culver Street	Newent Auction Rooms	D1
25 Culver Street	Newent Blacksmiths	A1
3 Culver Street	Newent Dental Care	D1
31 Culver Street	Cowdy Gallery	D1
18 Church Street	Newent Association for the Disabled	A1
22 Church Street	Madge, Lloyd & Gibson Solicitors	A2
The Attic, 8 – 10 Church Street	Vacant	Vacant
20 – 24 Church Street	Shambles Museum Ltd	D1
8b Church Street	Vacant	Vacant
2a Church Street	Cut Above	A1
2 Church Street	Gooch Sport	A1
4 Church Street	Pillar Software Ltd	B1
6 Church Street	Seymours Newsagents	A1
7 Church Street	Andrew Marcham & Co	A2
16 Waterloo House, Church Street	Country Flowers	A1
31 Church Street	Newent Post Office	A1
21 – 23 Church Street	George Hotel	C1
10 church Street	Shepherd's Deli	A1
1 – 3 The Corner House, Church Street	JP's Chinese	A3
14 Church Street	The Stock Exchange	A1
8 Church Street	Newent Association for the Disabled	A1
Harwood House, 7 Market Square	Corner shop Designers	A1
6a Burybar Lane	J & J construction	B1
2 Market Square	Wyedean Wholefoods	A1
Market Square, Burybar Lane	Richardson's Budgens	A1
2 Market Street	Market Square Dental Surgery	D1
Meredith House, 1 Market Square	Newent Health & Beauty	A1
Burybar Lane	Alan Freeman Motor Repairs	A1
Unit 4, 17 Croft House	Vacant	Vacant
13 Church Street	Sizzling Wok	A5
11 Church Street	Vacant	Vacant
42 Church Street	Ideal Carpets	A1
5 Church Street	Hamiltons Chartered Surveyors	A2
FoDDC, 7 Church Street	One Stop shop	B1
9 Church Street	Pets Mate Limited	A1
13b Church Street	Memento Gift	A1
1 – 2 Cheapside, Church Street	Erol's	A3
Croft House, 17 Church Street	Jillings	A1
Unit 1 Croft House, 17b Church Street	Newent Barbers Shop	A1
The Old Granary, Old Court Lane	Vacant	Vacant

ADDRESS	SERVICE	USE CLASS
47 Church Street	Time Hairdressing	A1
47a Church Street	The Black Dog	A3
The Coach House, Gloucester Street	Newent Osteopaths	A1
33 Broad Street	Broad Street Cafe	A3
2 Broad Street	Red Lion, The	A3
4 Broad Street	Daffodil Cake shop, The	A1
8 Broad Street	Lloyds TSB	A2
10 Broad Street	Newent Worldwide Travel	A1
12 Broad Street	Barclays Bank	A2
34 Broad Street	Newent Tandoori, The	A3
31 Broad Street	Rotten Tooth, The	A1
36 Broad Street	Chillout Zone, The	D1
32 Broad Street	Reflections	A1
32a Broad Street	Perfect Bliss	A1
14 Broad Street	Tudor Fish 'n' Chips	A5
34b Broad Street	Newent Tandoori, the	A2
16 Broad Street	Smiths of Newent	A2
High Street	Golden Combe, The	A1
Manchester House, High Street	Newent Co-op	A1
3 High Street	G D Parkers & Co	A1
4 High Street	Steve Gooch Estate Agents	A2
4a High Street	Halifax	A2
4 High Street	Gooch & Burley & Valuers	A2
High Street	Good News Centre	A1
1 – 2 Court Lane	Total Design Ltd	A2
17 Broad Street	Flowercraft	A1
3b Broad Street	Naylor Powell	A2
29 Broad Street	Christies Memento	A1
27a Broad Street	Snippets	A1
21 Broad Street	Pippins Fruit and Veg	A1
7 Broad Street	Card Shop, The	A1
3 Broad Street	Guerney's Family Butchers	A1
15 Broad Street	Cats Protection	A1
37 Broad Street	Andy Creese Butchers Limited	A1
10 Broad Street	Ashton & Daniels Ophthalmic Optician	A1
23 Broad Street	County Corner	A1
27 Broad Street	Newent News	A1
19 Broad Street	Day Lewis Pharmacy	A1
43 Broad Street	Kam Wah Chinese Meals	A5
1 Broad Street	Costcutter	A1

ADDRESS	SERVICE	USE CLASS
25 Broado Street	Newent Circle Slub	A4
39 Broad Street	Dean Forest Hospice/Great Oaks	A1
Howell Jones House, 4 Court Lane	Vacant	Vacant
5 Court Lane	Redz Hairdressers	A1
Court Place, 3 Court Lane	Woodward Kitchens of Newent	A1
1 High Street	Ayot Antiques	A1
5 Broad Street	Slades Solicitors	A2
Watery Lane	Holt Health Centre, The	D1
20 Culver Street	Perpetua Press	B1
1 Culver Street	Buttery Tearooms	A3

## **ANNEX D – USE CLASS ORDER**

### **CLASS A**

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

### **CLASS B**

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

### **CLASS C**

- **C1 Hotels** - Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
- **C2 Residential institutions** - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
- **C2A Secure Residential Institution** - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
- **C3 Dwelling houses** - this class is formed of 3 parts:
  - C3 (a) covers use by a single person or a family (a couple whether married or not, a person related to one another with members of the family of one of the couple to be treated as members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child.
  - C3(b): up to six people living together as a single household and receiving care e.g. supported housing schemes such as those for people with learning disabilities or mental health problems.
  - C3(c) allows for groups of people (up to six) living together as a single household. This allows for those groupings that do not fall within the C4 HMO definition, but which fell within the previous C3 use class, to be provided for i.e. a small religious community may fall into this section as could a homeowner who is living with a lodger.

- **C4 Houses in multiple occupation** - small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom.

#### **CLASS D**

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

#### **SUI GENERIS**

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



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