



Town Centre Audit

Cinderford

June 2021 to July 2022



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I. Introduction

Town and City centres are complex places that serve a wide range of people and purposes. The importance of healthy vibrant town centres 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.

Town centres, and those who operate in and manage them, have 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.

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 centres, so that they in turn provide a healthy sustainable environment for the businesses and communities that depend on them.

The information in this report represents the town's performance for the period June 2020 to July 2021.

From March 2020 the United Kingdom was placed under full and partial national lockdowns by the Government, due to the COVID-19 pandemic. These ended in July 2021. The Town Centre Audit Reports during that period reflected on the impact of these restrictions on the High Street and subsequent reports attempt to capture indications of High Street recovery.

I.1 Successful Town Centres

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.

This report presents key findings which can be used to evaluate the effectiveness of Cinderford 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.

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

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

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

It is suggested that this report be updated on an annual basis to provide a year on year indication of the health and viability of Cinderford town centre.

It should be noted that the purpose of this document is not to address the future needs of the town centre, but an audit to provide information for annual comparisons. The aim is to provide a range of data sets for the reader to interpret.

1.2 Cinderford Town Centre Boundary

The designated Town Centre Boundary is shown below (boundary outlined):



1.3 People

The usual resident population of Gloucestershire was 645,100 on Census Day, 21st March 2021. The population has increased by more than 48,000 (8.1%) compared with Census Day 2011, when there were 596,984 people in Gloucestershire. The rate of growth in Gloucestershire was higher than nationally, with the population of England and Wales increasing by 6.3% between 2011 and 2021.

The population of the Forest of Dean has increased by 6.1% between 2011 and 2021.

2011 Population	2021 Population	Net Change 2011-2021	% Change 2011-2021
81,961	87,000	5,039	6.1%

At the time of writing this report, the census data was not available for the population of Cinderford Town. However calculations by the Office of National Statistics (2020) predict an annual increase of 0.88% in population from the previous census (2011).

2. Footfall

'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 school/college, to the cinema or for a meal, accessing public services, visiting friends or simply passing through. Footfall is often linked to the level of attractiveness of a location and its ability to satisfy customer and visitor needs and expectations successfully.

The overall aim of obtaining this data is to provide an assessment of who comes to visit the town centre.

2.1 2013 to 2020

The information below provides a summary of the 10 minute footfall counts for 2020-2013, 2009, 2008 and 1999. The 10 minute average has been calculated across the whole week (weekday and weekend counts).

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

The methodology used in 2013-2020 is as per the guidance stated in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit' (pg.5). 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, noting people walking either direction.

The table below shows the results of the footfall counts for each recorded year upto 2020. The 2019-2013 footfall counts were recorded on Wednesday, Friday and Saturday. The 2009 footfall counts were recorded on Monday and Saturday. The 2008 footfall counts were recorded on Wednesday and Saturday. The 1999 counts were recorded on a Friday and Saturday.

10 Minute Average Summary Comparisons

2020	2019	2018	2017	2016	2015	2014	2013	2009	2008	1999
38	63	93	63	75	79	81	78	91	85	212

Due to the Covid-19 pandemic, the 2020 counts were carried out over an extended period of 4 weeks and as such the count data for this year is an average of the 4 week duration.

Counts were conducted for an hour and recorded at 10 minute intervals. Counts were taken outside 8 High Street.

2.2 2021 Onwards

2.2.1 In 2020, funded by ERDF Restarting the High Street funding, Forest of Dean District Council procured new footfall counting software TownCentre.AI. TownCentre.AI is a platform that provides instant town centre footfall and visitor behaviour insights to local government and business improvement districts across the UK.

2.2.2 As such the methodology into collecting town footfall data has now changed. Whilst the previous data was collected manually, the following data has been collected by Artificial Intelligence and GPS data. Therefore, it is not possible to compare the new AI data with the manual footfall counts recorded previously. Going forward, the Town Centre Performance Reports will use the new methodology when presenting footfall data.

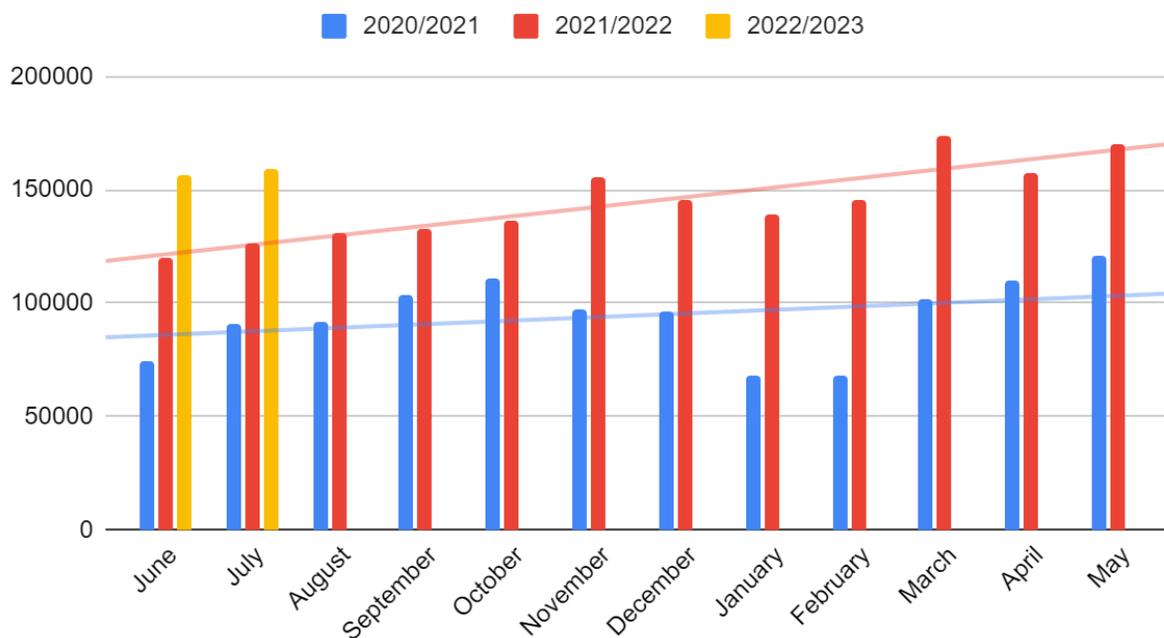
2.2.3 The following data provides information on the total footfall within Cinderford town centre boundary during the period of June 2020 to July 2022.

	2020/2021	2021/2022	2022/2023
June	74622	120030	156295
July	91295	126759	158795
August	91916	130541	
September	103847	132543	
October	110736	136829	

	2020/2021	2021/2022	2022/2023
November	97192	156022	
December	96152	145297	
January	68479	139176	
February	68292	145740	
March	102102	174235	
April	110381	157738	
May	121138	170451	

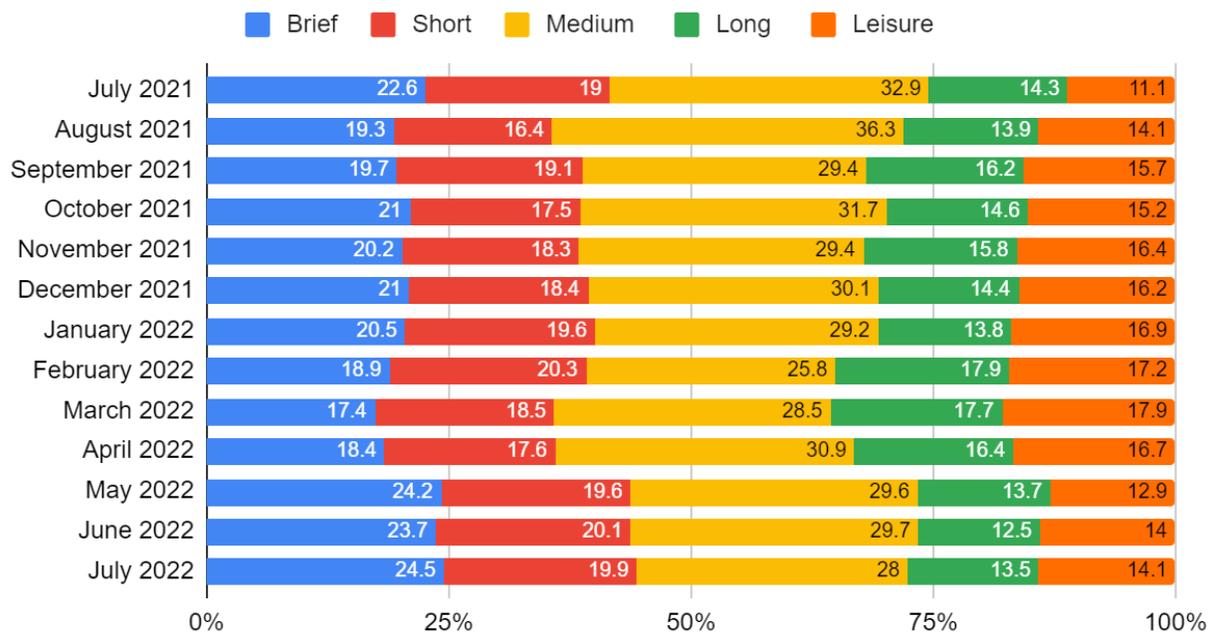
2.2.4. The below graph shows the comparison of the footfall in the market town since June 2020.

Monthly Footfall



2.2.5 The below graph shows the comparison of the length of the visit to the market town for the period of July 2021 to July 2022.

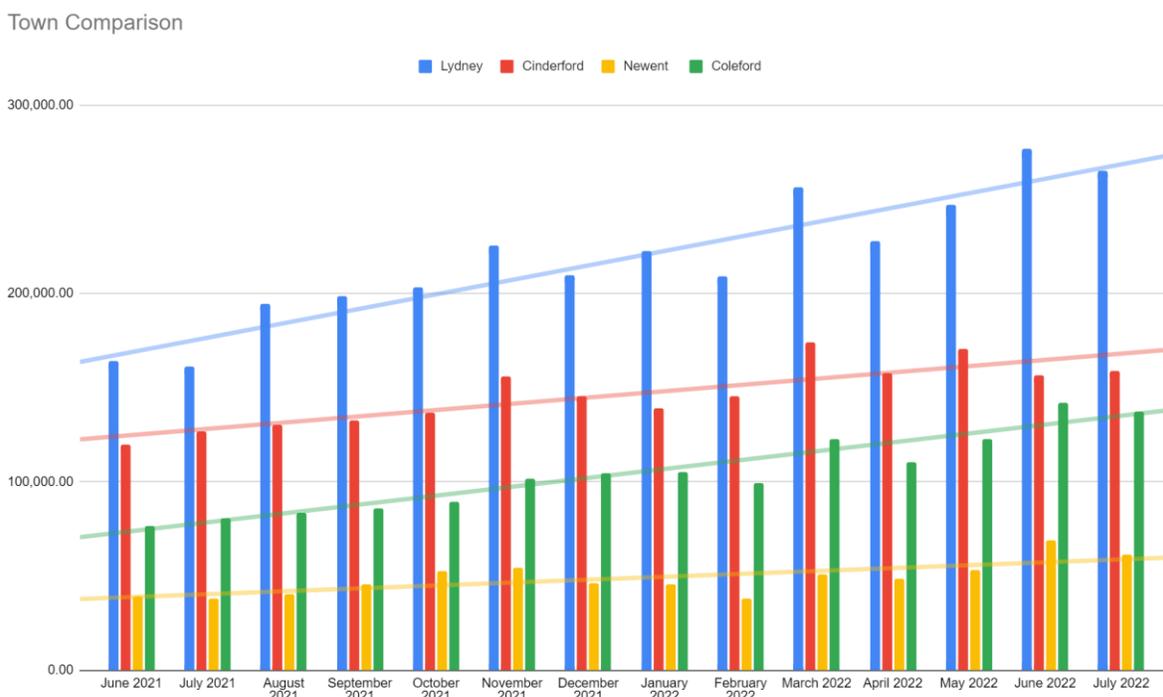
Visit Length



These are defined as:

- Brief - 6-12 minutes - Drive-through visits
- Short - 12-20 minutes - Worker lunch breaks, food-to-go
- Medium - 20-40 minutes - Targeted shopping, grocery
- Long - 40-60 minutes - Shopper browsing (clothing), big grocery shops
- Leisure - 60-90 minutes - Longer retail, meals out

2.2.6 The below graph shows the comparison of the four Forest of Dean market towns (Lydney, Cinderford, Newent, Coleford) over the period of June 2021 to July 2022.



2.3 Car Parking

2.3.1 This indicator refers to the public car parking usage in and around the town centre.

2.3.2 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.

2.3.3 Parking plays a significant role in mobility, access and the economic development of a town centre. The town centre car parking market has increased in importance as the market for cars has grown. Cars have become a fundamental element of journey mobility and in consequence parking has followed suit.

2.3.4 Car parking has always been important in regard to mobility, since it's a fundamental element in achieving a high level of accessibility. Many businesses and towns centre see an adequate supply of parking, especially for visitors, as crucial for their competitive growth, yet at the same time, parking is and will remain as the most powerful means of traffic restraint available.

2.3.5 Measuring and monitoring the level of car park usage, along with footfall 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 perceived variances of activity and the impact of initiatives like events, special offers and the arrival or departure of high profile businesses.

2.3.6 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.

2.3.7 Car parking charges were increased by [Forest of Dean District Council](#) in October 2019 which came into effect in June 2020 they were due to be implemented in April 2020, however this was delayed due to Covid-19).

2.3.8 The table below shows the recorded monthly figures for tickets purchased within the period of June 2021 to June 2022.

	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Heywood Road	1365	1223	1401	1330	1439	1473	1892	1262	1221	1831	1560	1606	1783

2.3.9 Based on a monthly recording for Heywood Road car park, the average ticket sales for Cinderford between last year's report and this year have increased by approximately 25% on last year.

3. Diversity and Vitality of Place

The overall aim of 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 daytime, evening and night time economies.

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. This theme does not monitor consumer demand, expectations or their perceptions of the offer provided by the town centre.

The 'Diversity and Vitality of Place' section covers the following key items; Retail and Commercial Offer, Convenience and Comparison, Trader Types, Culture and Leisure Offer, Events, Reported Crime and Markets.

3.1 Retail and Commercial Offer

3.1.1 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.

3.1.2 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.

3.1.3 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 daytime and night time/evening economies.

3.1.4 The retail and commercial offer is broken down into Use Class Orders.

3.1.5 On 1 September 2020 the Use Classes Order of 1987. Please refer to appendix 2.

3.1.6 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.

3.1.7 Cinderford Use Class Breakdown 2020 to 2022:

Use Class	2020	2021	2022
E	71	67	72

Use Class	2020	2021	2022
F.1	7	8	7
Sui Generis	11	11	11
Total Units	89	86	90

3.2 Trader Type

3.2.1 The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town.

3.2.2 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.

3.2.3 Data collected by [TownCentre.AI](#) provides a breakdown of National Chain providers versus the independent stores within each of the town centres. The National Chains are indicated below:

Chain	Category	Subcategory
B&M	Store	Variety
Betfred	Leisure	Betting Shop
Bonmarche	Store	Clothing
Boots	Medical Organisation	Pharmacy
Cancer Research	Charity	Charity Store
COOP	Store	Grocery
Coventry Building Society	Financial Service	Bank or Credit Union
Greggs	Food Establishment	Food to Go

Chain	Category	Subcategory
Lidl	Store	Grocery
Lloyds Bank	Financial Service	Bank or Credit Union
Tesco Express	Store	Grocery
Tesco Superstore	Store	Grocery
The Original Factory Shop	Store	Variety
TSB	Financial Service	Bank or Credit Union
William Hill	Leisure	Betting Shop

3.2.4 Cinderford Town Centre features 8 of these national chains out of 90 occupied units.

3.3 Culture and Leisure Offer

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

3.3.2 Interaction with other people, cultural activities and a bit of enjoyment not related to a 'to do/buy' lists are some of the many reasons why people come to town centres.

3.3.3 This indicator captures this characteristic of town centre activity.

3.3.4 The following provides an indication of the cultural and leisure offer within Cinderford town centre for 2022.

Facilities	2022
Museums	0
Art Galleries	1
Art Centre	1

Facilities	2022
Take Away	9
Restaurants and Cafés	6
Swimming Pools	0
Gyms	0
Cinemas	1
Theatres	0
Community Halls	2
Parks/Gardens	0
Games Arcade	0
Other Specialist Outlets	2 (Library & Rugby Club)

3.4 Events

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

3.4.2 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).

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

3.4.4 Typically, events may range from small carnivals or fairs, to major cultural festivals, conferences.

3.4.5 Licensed events in Cinderford over the past year are as follows (date shown is when application was made).

F/21/00298/PTEN **29.08.2021** Cinderford Town AFC.

	Jun 21	July 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22
Burglary	-	-	-	-	-	-	1	-	-	1	-	1	-
Other Theft	-	1	-	-	1	-	-	-	-	-	1	2	1
Drugs	1	-	-	-	-	-	-	-	2	-	1	1	-
Robbery	-	-	-	-	-	-	-	-	-	-	-	-	1
Shoplifting	1	-	-	-	-	4	-	-	-	2	2	4	1
Other Crime	-	-	-	-	1	-	-	-	-	-	1	5	2
Public Disorder	2	-	1	4	-	1	2	1	-	1	2	1	1
Theft from a Person	-	-	-	-	-	-	-	-	-	-	-	-	-
Possession of a Weapon	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	9	6	6	11	6	12	10	12	8	11	16	28	14

3.5.6 This data is taken from the Police UK [website](#). Further information on the crimes committed and the status of the investigations into them can be accessed using the website. Users can select the geographical area they are interested in, click on **Explore the Crime Map** and then search by Type of Crime, Month Reported and more.

3.6 Markets

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

3.6.2 Markets, like events, 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 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.

3.6.3 All of this can contribute to the area's diversity of offer, satisfy a wider range of needs and attract local residents as well as visitors from a growing catchment area.

3.6.4 The National Market Trade Federation has no record of any Markets being held in Cinderford. Due to the Covid-19 pandemic these markets were cancelled from March 2020. The market did not return due to a lack of traders & stallholders.

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

4.1 Charity Shops

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

4.1.2 Over the last fifteen 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 areas and/ or ageing demographics.

4.1.3 Charity shops provide a valuable reuse and recycling function, reducing the volume of waste going to landfill and bringing in valuable income for worthy causes. Charity shops are cutting across social and demographic boundaries in attracting customers, providing affordable and specialist items.

4.1.4 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.

4.1.5 This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.

4.1.6 The information below details the number of charity shops within the town centre for 2022 and previous years.

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

2022	2021
Dean Forest Hospice, 5 Heywood Road	Dean Forest Hospice, 5 Heywood Road
Sue Ryder Care, 3 Heywood Road	Sue Ryder Care, 3 Heywood Road
Dial-a-Ride, 2a High Street	Dial-a-Ride, 2a High Street

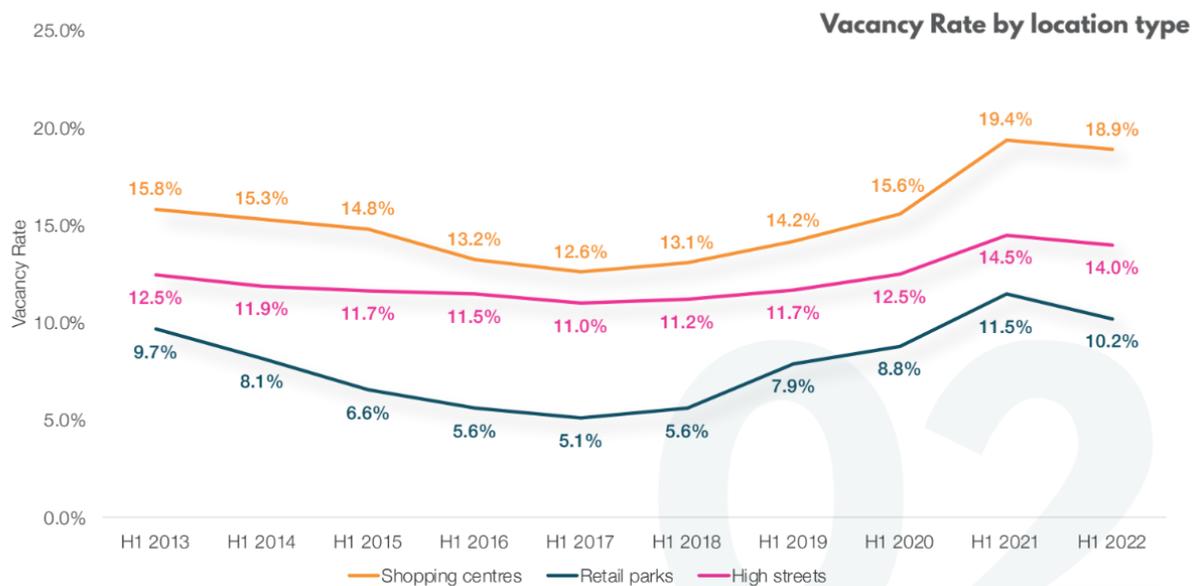
4.1.7 Nationally, some traders report concerns about the proportion of new goods on sale in charity shops. As charities are able to claim up to 80% discount on their business rates, this could be interpreted as unfair competition.

4.2 Vacancy

4.2.1 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.

4.2.2 On the other hand, this could also be interpreted as a temporary opportunity for the town centre to strategically re-balance its visitor offer, and for culture and leisure-related outlets and community services to gain more of a foothold in the town centre.

4.2.3 The graph below shows the national changes in vacancy rates for High Street, Shopping Centre and Retail Parks since 2013 as reported by the [Local Data Company](#).



4.2.4 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.

4.2.5 Cinderford Vacant Units 2022

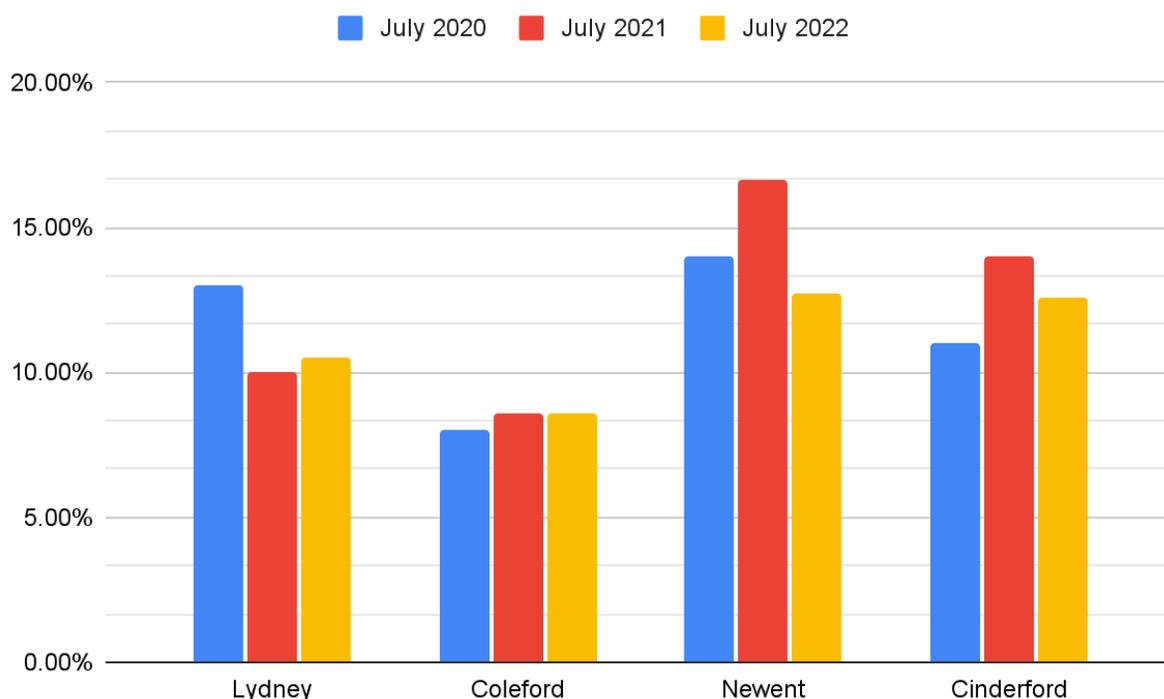
Vacant Unit Quantity	Units Surveyed	%
13	103	12.6

List of Empty Units:

- Health Centre Dockham Road
- 1 Belle Vue Road
- 2 Commercial Street
- 3 Commercial Street
- 4 Commercial Street
- 14 Commercial Street
- 9 High Street
- 29 High Street
- 36 High Street

-
- 17/19 High Street
 - 27a High Street
 - 67a High Street
 - 6 Market Street

4.2.6 The below graph shows the comparison of vacancy rate in each of the Market Towns over a 3 year period (July 2020 to July 2022):



4.3 Town Centre Investment

4.3.1 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 Cinderford.

4.3.2 The growth of online shopping, rising business rates, and other economic challenges has resulted in many areas with struggling town centres that either have become stagnated or in decline.

4.3.3 In order to revitalise town centres, local authorities must think afresh about the role of the high street and what it provides for local communities. Incorporating new homes, alongside renewed retail, commercial and leisure space can play a key role in building a walking catchment population that can sustain the towns uses more effectively. Proactively leading investment in town centres, through the acquisition and re-purposing of assets such as initiating event programmes and investing in the public realm are crucial ways of creating confidence in places and the right conditions to rejuvenate a town centre.

4.3.4 The Cinderford Regeneration Board continues to provide a strategic view of regeneration across the Cinderford area. The Board is made up of 15 members from across the public and private sector.

4.3.5 In June 2021, Cinderford Town Council in Partnership with Forest of Dean District Council & Hartpury College and University submitted a bid to the Government's levelling up fund.

4.3.6 The bid package consists of a £9m investment at the Five Acres site, bringing new leisure and sports facilities and flexible community space to the area including a satellite facility for Hartpury University and Hartpury College. There is also a new £10m University Innovation, Careers and Enterprise Learning Centre at Hartpury University and Hartpury College and an £880k building refurbishment programme in Cinderford town centre.

4.3.7 In Cinderford the proposal includes the regeneration of a number of key buildings across the town centre, bringing them back into use to provide modern co-working spaces for start-up businesses and a new community facility, providing great spaces for residents to live, work and socialise.

4.3.8 Works on the proposal for the Cinderford Town Council portion on the levelling up bid commenced during this period, including the purchase of building and building works from town council reserves.

4.3.9 It is noted that at the end of this reporting period, CO-OP stores in Dockham Road were sold to TESCO Superstores and subsequently closed 50% of the offered services (Store and Post Office) on 9 June 2022 for refurbishment, the Pharmacy and Travel Agency remained open to the public.

4.4 Evening and Night Time Economy

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

4.4.2 The majority of town and city centres (or at least parts of them) do not go to sleep after the last shop closes for the day. They often have evening and night time economies too, which may vary in size and character from one location to another.

4.4.3 In some areas, this part of the economy forms a crucial part of the service offer.

4.4.4 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 day time.

4.4.5 It is also worth distinguishing between the evening consumers (5-8 pm often referred to as the 'shoulder period') and the late night consumer, as each can have quite different demographics.

4.4.6 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.

4.4.7 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.

4.4.8 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 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.

4.4.9 Cinderford town centre is not accredited as a purple flag location.

5. Conclusion

5.1 People and Footfall

The footfall data shows a clear indication of how the highstreet is recovering from the national restrictions imposed during the Covid-19 pandemic. [2.2.3](#) shows a clear indication of the rate at which the footfall returned to the highstreet following these restrictions which ended in July 2021.

Both the data shown in [2.2.3](#) and within the graph in [2.2.4](#) shows a steady crease in footfall since June 2020. The graph in [2.2.5](#) shows that the most common visit length for the highstreet was between 20-40minutes indicating the main use of the highstreet was targeted shopping. It is noted that the tracked area for footfall included both supermarkets (CO-OP and Lidl). This is a trend that is consistent throughout the 4 Forest of Dean market towns.

The comparison shown in [2.2.6](#) shows the footfall in all of the 4 Forest of Dean market towns. During the reported period Cinderford was the second busiest market town in the district, however the trend lines in this report indicate this may vary in the subsequent period.

Based on a monthly recording for Heywood car park, the average ticket sales for Cinderford have increased slightly by 25% on last year.

5.2 Diversity and Vitality of Place

The town centre's retail and commercial offer has changed since 1999 and this is consistent with national trends and the variety of ways consumers choose to shop, providing a level of resilience for the town of Cinderford. We have compared 2020/21 & 2021/22 data and the results are very similar with very few variations.

As indicated in [3.2.4](#) Cinderford high street retained a strong presence of independent and non national chain retailers, with only 8.8% of the occupied units being a national chain. It is noted however, that this is the highest percentage within the 4 Forest of Dean Market Towns.

Cinderford Town Centre has a strong culture and leisure offer. This collaborated with the [Active Lives Report](#) published in 2017 which indicated the Forest of Dean District has a strong participational relationship between the arts and cultural projects.

A total of 5 licensed events took place over the past year, which is an increase on the previous year.

The number of reported crimes has remained relatively consistent over the past year. Mirroring last year's data, violence and sexual offences and anti-social behaviour are the most common types of crime.

5.3 Economic Characteristics

The vacancy rate for 2021/22 has decreased from the previous year with 13 vacant commercial units (at the time of the audit) compared to 17 in the previous period. This equates to a 12.6% vacancy rate which is below the National High Streets Vacancy figure of 14% (source: Local Data Company).

Appendix I

6. Use Class List 2022

No/Name	Street	Service	Use Class
Cinderford Methodist Church	Belle Vue Road	The Wesley - Forest of Dean Community and Arts Centre	F.I
Wesley Hall	Belle Vue Road	The Wesley - Forest of Dean Community and Arts Centre	F.I
4	Commercial Street	Vacant	
14	Commercial Street	Vacant	
4-5 Berisford Court	Dockham Road	Gwyn James Solicitors	E
6 Berisford Court	Dockham Road	Muzo's Café Bar and Restaurant	E
Health Centre	Dockham Road	Vacant	
Royal Forest Centre	Dockham Road	Royal Forest Centre	F.I
The County Store	Dockham Road	CO-OP	E
12	High Street	Pick-a-Pizza	Sui Generis

No/Name	Street	Service	Use Class
40	High Street	Stinky Inky	Sui Generis
67a	High Street	Vacant	
3	Market Store	Mel's Top Cutz	E
9-11	Market Street	Boots Pharmacy	E
3	Woodside Street	Art Space Cinderford Gallery	E
19	19 Market Street	AB FAB Flooring	E
1	Belle Vue Road	Vacant	
3	Belle Vue Road	Locksmith	E
4	Belle Vue Road	Offices	F.I
6	Belle Vue Road	Offices	F.I
2A	Belle Vue Road	Ripping Yarns	E
Library	Belle Vue Road	Library	F.I
The Palace Cinema	Belle Vue Road	Cinema	Sui Generis
1	Commercial Street	Soldiers and Sailors Club	E
2	Commercial Street	Vacant	
3	Commercial Street	Vacant	
6	Commercial Street	The Chippy, Cinderford	Sui Generis

No/Name	Street	Service	Use Class
16	Commercial Street	Bowketts Off License	E
2	Dockham Road	Grindles Coaches	E
4	Dockham Road	Dean Estate Agents	E
6	Dockham Road	Victorias Beauty and aesthetics	E
1 Berisford Court,	Dockham Road	The Cash Exchange	E
2-3 Berisford Court	Dockham Road	NFU Mutual	E
Rugby Club	Dockham Road	Rugby Club Dockham Road	E
3	Heywood Road	Sue Ryder Care Charity Shop	E
5	Heywood Road	Dean Forest Hospice Charity Shop	E
1a	Heywood Road	SAJ Indian Takeaway	Sui Generis
1b	Heywood Road	Fork 'n' Spoon Chinese Takeaway	Sui Generis
1	High Street	Fern Ticket	E
2	High Street	Gordon Blake Funeral Directors	E
4	High Street	Betfred	E
6	High Street	Brambles home care	E

No/Name	Street	Service	Use Class
7	High Street	Angels	Sui Generis
9	High Street	Vacant	
9	High Street	Elsa's Pet Shop	E
10	High Street	Cinderford Kebab and Pizza	Sui Generis
11	High Street	Jasmine Café	E
13	High Street	Cinderburys Local	E
14	High Street	Dave and Jean Jackson Butchers	E
16	High Street	Marmaris Barbers	E
18	High Street	Eats treats	E
20	High Street	Lotus Restaurant	E
22	High Street	Camerons Butchers	E
23	High Street	Scoops Cards	E
25	High Street	Lloyds Bank	E
27	High Street	Golden Lion	E
29	High Street	Vacant	
31	High Street	Ultimate hair and Beauty	E

No/Name	Street	Service	Use Class
34	High Street	No: 32 HairDressers	E
35	High Street	Mark Harper MP Office	F.I
36	High Street	Vacant	
38	High Street	Exquisite Nail & Beauty	E
41	High Street	Serenity	E
43	High Street	Twilight lounge	E
46	High Street	Jonny's Barbershop	E
54	High Street	Jolly Forest Fryer - Fish and Chips	Sui Generis
56	High Street	Exodus Hair Salon	E
3-5	High Street	Pitman Blackstock and White Solicitors	E
15A	High Street	KJT Residential - Estate Agents	E
17/19	High Street	Vacant	
21A	High Street	Bidmead Cook	E
21B	High Street	Bidmead Cook	E
27a	High Street	Vacant	
2A	High Street	Dial-a-Ride Charity Shop	E

No/Name	Street	Service	Use Class
33a	High Street	Mobile King Repairs	E
37-39	High Street	Curry Leaf Indian Takeaway	Sui Generis
44 & 44a	High Street	Ark Property Management	E
61/63	High Street	Ashton and Daniels Optometrist	E
79-79a	High Street	Electrical Services	E
Westgate Stores	High Street	The Original Factory Shop	E
1	Market Street	Real Deal	E
6	Market Street	Vacant	
8	Market Street	The Doghouse (Micro Pub)	Sui Generis
12	Market Street	Jimmys barbers	E
13	Market Street	Wyedean Healthfoods	E
14	Market Street	Vape It Easy	E
15	Market Street	La boutique	E
17	Market Street	Taylors Jewellers	E
25	Market Street	Cinderford Nails	E

No/Name	Street	Service	Use Class
26	Market Street	My Dentist Dental Care	E
5-7	Market Street	Real Dean DIY	E
10A	Market Street	Vintage Rose Florist	E
16-18	Market Street	Premier	E
26a	Market Street	CJ Bakery	E
31A	Market Street	Thirty One	E
37A	Market Street	Reptiles and Aquatics Angling	E
8C	Market Street	Greenhill Coffee House	E
Lower Ground Kiosk	Market Street	Truly Scrumptious Baguette Shop	E
Upper Kiosk	Market Street	The Barber Shop	E
Lidl	Paragate Road	Lidl Foodstore	E
1A	Victoria Street	RMD Key Cutting	E
I	Woodside Street	David Kear Opticians	E
Cinderford Delivery Office	Woodside Street	Post Office	E

Appendix 2

7. 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	Class 1987- August 2020	Class September 2020 - Date
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

Use	Class 1987- August 2020	Class September 2020 - Date
Assembly and Leisure (indoor sport, recreation or fitness, gyms)	D2	E
Non-Residential Institutions (education, art gallery, museum, public library, public exhibition hall, places of worship, law courts)	D1	F1
Shops no larger than 280m ² (selling mostly essential goods and at least 1 km from other similar shops)	A1	F2
Community Hall, outdoor sport/recreation, indoor or outdoor swimming pool, skating rink	A1	F2
Public House, wine bar, drinking establishments	A4	Sui Generis
Hot Food Takeaway	A5	Sui Generis
Cinema, Concert Hall, Bingo Hall, Dance Hall, Live Music Venue	D2	Sui Generis