



# Coleford Town

## Annual Town Centre Monitoring Report July 2022 - July 2023

Presented by:  
**Forest of Dean District Council**



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# Introduction

Hello and welcome to this year's annual town centre monitoring report for Coleford.

Our town centres in the Forest of Dean are complex places that serve a wide range of people and purposes. In recent years, we've been reminded of how important it is for our residents and visitors to have access to a healthy, vibrant town centre.

During the COVID-19 pandemic we relied on our local shops and suppliers to support our communities. We know our town centres are resilient and have the ability to adapt to serve the needs of the people who use them.

However, we also know our town centres are still recovering from the effects of the pandemic and other global issues. Therefore, it is important we are able to measure where we are, monitor progress, learn from others and plan for the future.

This report contains a key set of data and evidence that is collected every year to monitor changes in each of our market towns. It can be used by anyone with an active interest in improving the experience and vitality of our town centres in the Forest of Dean. The information in this report represents the performance of Coleford for the period July 2022 to July 2023.

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



Nigel Brinn  
*CEO of Forest of Dean District Council*



# I.1 Successful Town Centres: Developing Effective Strategies

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

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

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

It is suggested that this report be updated on an annual basis to provide a year-on-year indication of the health and viability of Coleford town centre. It should be noted that the purpose of this document is to provide a range of data sets for the reader to interpret. Coleford Town Council have been consulted during the preparation of this report.

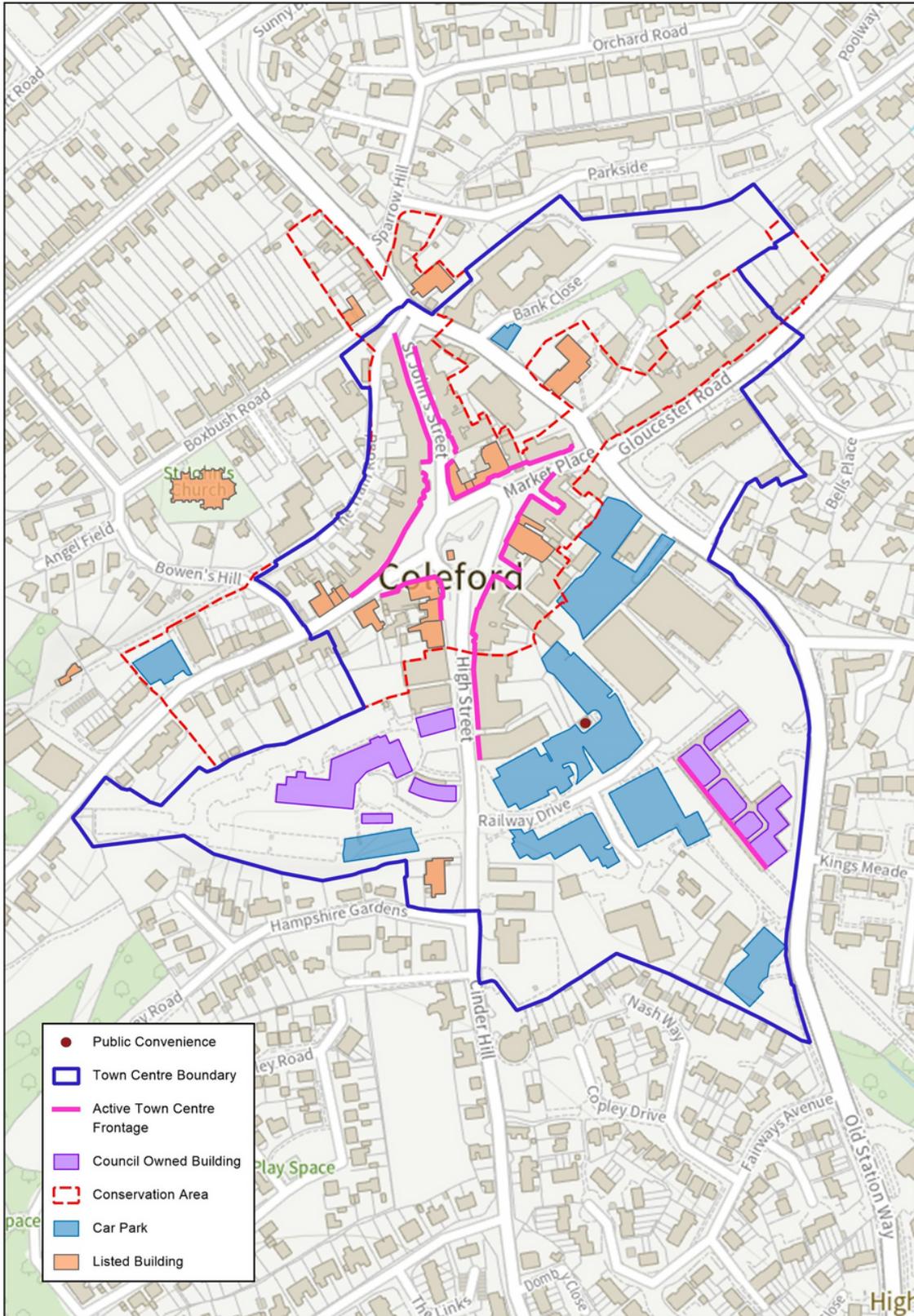
The toolkit advises that a number of indicators are assessed, including but not limited to:

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



# 1.2 The Town Centre Boundary

The map below shows the designated town centre boundary for Coleford which helps govern the data produced for this report.



# 2. People and Footfall

The overall aim in this theme is to provide an assessment of who comes to visit the town centre, what their socio-economic background is likely to be, how close they feel to the people around them in terms of community cohesion and how they travel to the town centre.

## 2.1 Local Demographics

## 2.2 Visitor and Footfall Data

### 2.2.1 Visitor Trends and Insights

#### 2.2.1.1 General Information

#### 2.2.1.2 Local Loyalty

#### 2.2.1.3 UK Visitors

### 2.2.2 Footfall

#### 2.2.2.1 Coleford footfall

#### 2.2.2.2 Comparative Market Town footfall

### 2.2.3 High Street Recovery

## 2.3 Car Parking

### 2.3.1 Car Parking Charges

### 2.3.2 Monthly Sales Data

### 2.3.3 Ticket Sales Data



# 2.1 Local Demographics

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

Census Data 2021	Coleford	Forest of Dean
<b>Population</b>	9,300	87,004 (+6.2% since 2011)
<b>Age</b>	16.9% 0-15 58% 16 - 64 25.1% 65+	16% 0-15 58.9% 16 - 64 25.1% 65+
<b>Sex</b>	51.2% female 48.8% male	51.1% female 48.9% male
<b>Identity</b>	3.2% of residents were born outside of the UK (approx. 230 people)  96.8% White British 3.2% Ethnic Minorities  2.06% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 158 people) (7.04% did not answer)	5.1% of residents were born outside of the UK (approx. 4435 people)  94.6% White British 5.4% Ethnic Minorities  2.28% of people identify as lesbian, gay, bisexual or other (LGB+) (approx. 2,000 people)
<b>Education &amp; Work</b>	56.5% of Coleford's population is 'Economically Active', with the majority of people working in: skilled trade, professional, care, leisure and elementary occupations.  43.5% of residents stated that they are 'Economically Inactive'.  77.6% of people have a higher education qualification. 22.4% 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.
<b>Health &amp; Wellbeing</b>	42.4% Very good health 35% Good health 16.3% Fair health 5.0% Bad health 1.3% Very bad health  21.1% of people have a disability under the Equality Act	44.8% Very good health 35.5% Good health 14.2% Fair health 4.2% Bad health 1.3% Very bad health  19.2% of people have a disability under the Equality Act

# 2.2 Visitor and Footfall Data

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

## Methodology

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In 2020, the Forest of Dean District Council procured a new footfall counting software called [TownandPlace.AI](#) to support the recovery of our town centres following the COVID-19 pandemic.

The software was supported by UK Gov '[Welcome Back](#)' [Funding](#). TownandPlace.AI is a platform that uses artificial intelligence and GPS data to create algorithmic visitor and footfall insights for local government and business improvement districts across the UK.

As the data is produced by an algorithm, it may not be 100% accurate but gives a very good indication of how and when people move around our towns.

In this data set, 'visitor' refers to a unique singular person who visits a destination and 'footfall' refers to the number of visits made to a destination (which could be multiple visits by a singular person).

Please note this data has been produced using geo-locations and postcodes, so has a bigger baseline than our town centre boundary and is not produced using population statistics from the Office of National Statistics as documented in section 2.1.

However, town centre boundaries have been drawn on to the Town and Place software to track specific movement within these locations.

Whilst we cannot identify specific reasons for visits to the town, we can use this data to analyse patterns of visitor behaviour to inform town planning and enhance user experience.

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### 2.2.1 Visitor Trends and Insights

#### 2.2.1.1 General Information

- Coleford Town is situated in a GL16 postcode, which has a population of around 13,381 people.
- On average, between July 2022 - July 2023, the town centre received around 27,300 unique visitors a month.
- Visitors peaked in July 2023 with 43,900 unique visitors vs 27,380 in July 2022 (+46% year-on-year increase)

#### 2.2.1.2 Local Loyalty

- On average, 62% of residents with a GL16 postcode visit their town centre every month and 70% of all visitors live within a 10-mile radius of the town.
- Lydney is the most loyal neighbouring town to Coleford. On average 26% of residents in Lydney visit Coleford every month. Cinderford is second, with 14.3% of its population visiting each month.
- Coleford receives around 1,000 visitors every month from Monmouth, Chepstow and Mitcheldean, and 750 from Ross on Wye.

# 2.2 Visitor and Footfall Data

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

## 2.2.1 Visitor Trends and Insights

### 2.2.1.3 UK Visitor Information

- On average, 30% of all visitors live over 10 miles away. In the peak visiting month of July 2023 over 50% of visitors were from over 10 miles away.
- In the Summer months, the percentage of non-local postcodes visiting the town increases significantly and continues to increase year on year – suggesting visitors are linked to growing tourism.
- From over 50 miles away, Coleford receives frequent monthly visitors from London, Coventry, Manchester, Birmingham, Leicester, Reading, Luton, Crewe, Portsmouth, Southampton and Swansea.
- In the Summer months, Coleford received visitors from Devon, Somerset, Surrey, Portsmouth, Oxford, Milton Keynes, Nottingham and Bournemouth (from + 50 miles away).

# 2.2 Visitor and Footfall Data

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

## 2.2.2 Footfall

### 2.2.2.1 Coleford Town

The following data provides information on the total footfall within Coleford town centre boundary for each month between June 2020 – July 2023\*. This data is helpful as you can see the year-on-year difference in footfall for each month. Footfall in Coleford has increased by 6.3% when compared to the same time period last year. Highlighted in yellow are peak footfall months (+115k) since June 2020.

<b>Coleford Footfall June 2020 - July 2023</b>	<b>20/21</b>	<b>21/22</b>	<b>22/23</b>	<b>23/24</b>
<b>June</b>	60,012	65,191	111,321	118,872
<b>July</b>	60,248	69,164	114,091	115,136
<b>August</b>	75,521	71,423	107,297	
<b>September</b>	76,606	73,649	111,031	
<b>October</b>	80,660	76,401	114,275	
<b>November</b>	47,707	86,883	113,004	
<b>December</b>	47,708	89,396	112,654	
<b>January</b>	43,734	89,397	114,487	
<b>February</b>	41,655	92,431	113,702	
<b>March</b>	51,144	103,757	113,767	
<b>April</b>	59,243	107,924	110,053	
<b>May</b>	62,833	112,107	113,556	

\*Please note this is the most up to date data and some data in previous reports may be different due to updated and more accurate algorithmic data from Town and Place AI.

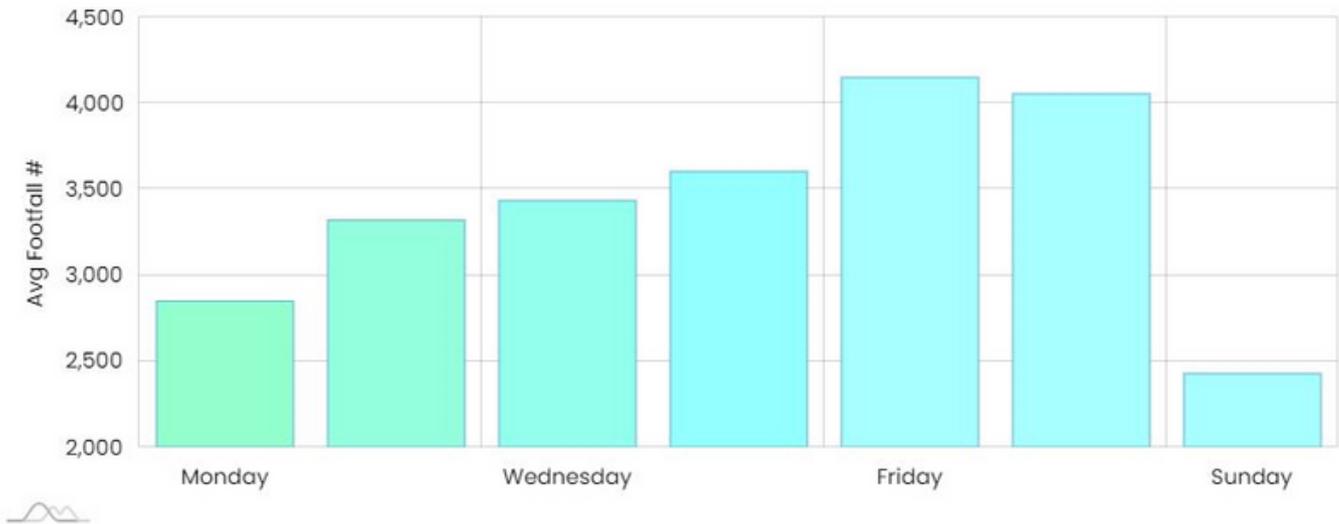
# 2.2 Visitor and Footfall Data

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

## 2.2.2 Footfall

### 2.2.2.1 Coleford Town

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

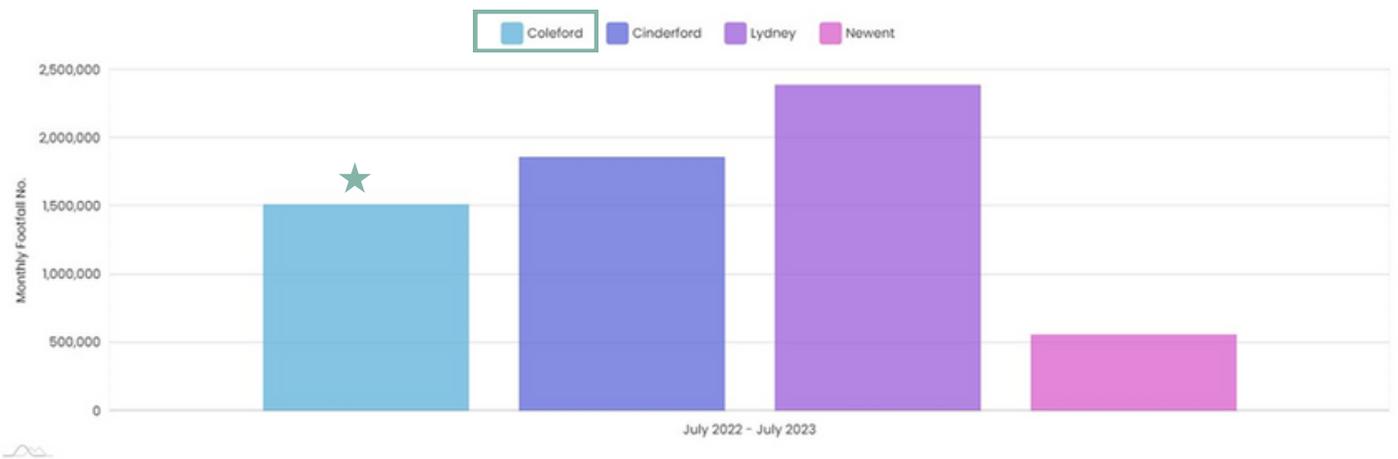
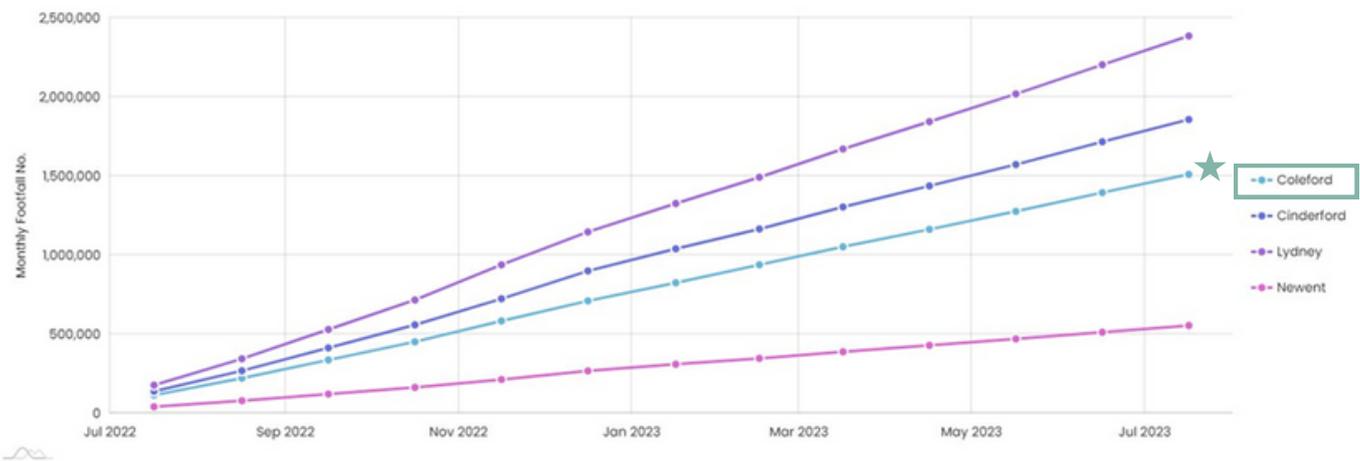
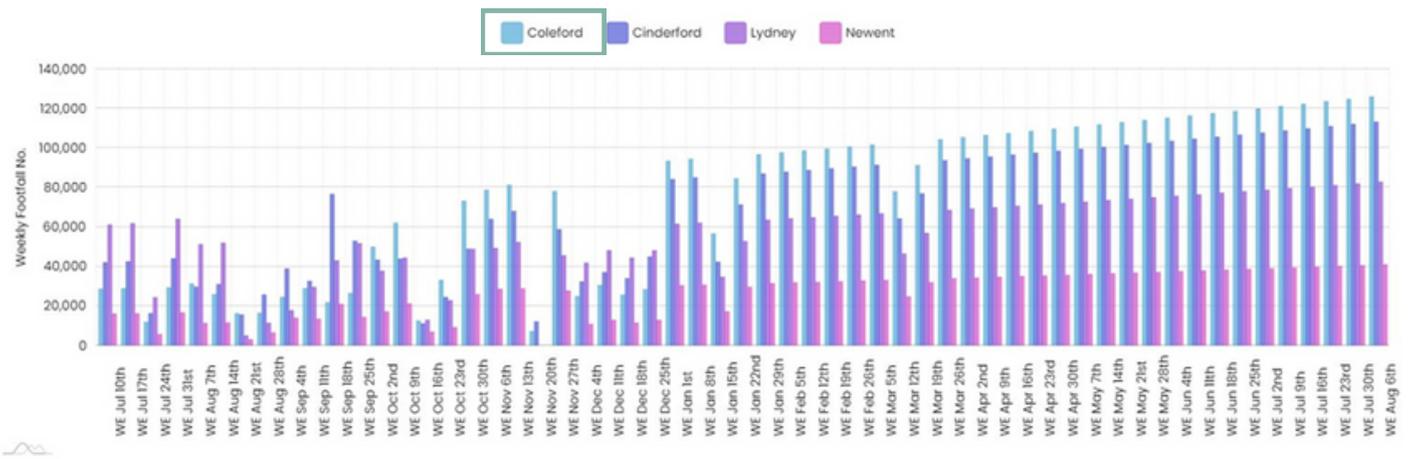


# 2.2 Visitor and Footfall Data

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

## 2.2.2.2 Comparative Market Town Footfall Data

The below data shows comparative aggregated footfall data of the four market towns in the Forest of Dean. Positively, footfall in all four towns is increasing every month. Lydney, Cinderford and Coleford have seen a significant increase in footfall over the last year, whereas Newent has had a slower incline.

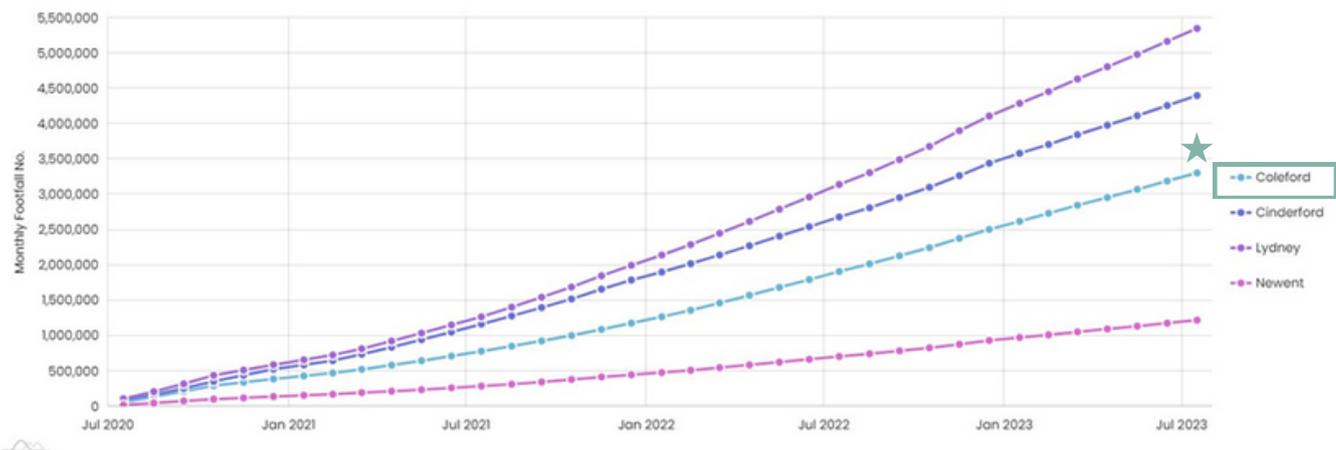


# 2.2 Visitor and Footfall Data

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

## 2.2.3 High Street Recovery

The graph below shows aggregated footfall trends in each market town since July 2020. The footfall in each market town has continued to grow since the pandemic, indicating signs of recovery however growth in Newent has been significantly slower.



The chart below shows the footfall difference in Coleford for 2022/23 when compared to the same months in 2019/20 (pre-pandemic). This data should be used as an indicator of post-pandemic town recovery, with an aim for footfall to be level or higher than 2019. Positively, the months of December, June and July show signs of growing footfall which exceed pre-pandemic levels.

Year	Month	vs. 2019 (pre-pandemic)
2022	July	-0.31%
	August	-2.74%
	September	-6%
	October	-4.15%
	November	-3.96%
	December	+0.37%

2023	January	-0.75% (vs 2020, pre-pandemic)
	February	-0.1% (vs 2020 pre-pandemic)
	March	-3.79%
	April	-3.23%
	May	-2.94%
	June	+3.14%
	July	+0.6%

# 2.3 Car Parking

This indicator refers to the public car park usage in and around the town centre. Parking plays a significant role in mobility, access and economic development of a town centre. Data for this indicator is extracted from car parking ticket sales data held by Forest of Dean District Council.

## 2.3.1 Car Parking Charges

In September 2011, the Forest of Dean District Council Cabinet made the decision to implement car parking charges, with charging commencing on 1 July 2012.

In October 2019, the car parking charges were increased which came into effect in June 2020 (they were due to be implemented in April 2020, however this was delayed due to Covid-19).

For more information about car parking charges in the Forest of Dean, visit: [Car Parks and Charges](#).

## 2.3.2 Monthly Car Parking Ticket Sales Data

The tables below show the recorded monthly figures for tickets purchased at Railway Drive and Newland St car parks in Coleford from July 2022 to July 2023. Car parking charges apply Monday to Saturday, 8am-6pm.

Railway Drive	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23
22-23	7165	8874	9494	7582	7806	8650	7164	7821	9435	8382	7816	9498	7716

Newland Street	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23
22-23	355	384	458	401	419	409	378	450	505	391	424	482	411

## 2.3 Car Parking

This indicator refers to the public car park usage in and around the town centre. Parking plays a significant role in mobility, access and economic development of a town centre. Data for this indicator is extracted from car parking ticket sales data held by Forest of Dean District Council.

### 2.3.2 Annual Car Parking Ticket Sales Data

The table below shows annual ticket sales data for Railway Drive and Newland Street car parks. Although ticket sales are not yet back to pre-pandemic levels, they are increasing year-on-year. For ticket sales to be pre-covid level, Railway Drive car park would need to sell approx. +50,000 more tickets annually and Newland Street +1,200.

<b>Annual Ticket Sales</b>	<b>Jul 18 – Jun 19</b>	<b>Jul 19 – Jun 20</b>	<b>Jul 20 – Jun 21</b>	<b>Jul 21 – Jun 22</b>	<b>Jul 22 – Jun 23</b>
<b>Railway Drive</b>	150,293	125,888	73,248	95,511	99,687
<b>Newland Street</b>	6,349	4,177	2,297	4,205	5,056

# 3. Diversity & Vitality of Place

The overall aim of this theme is to provide an assessment of the actual town centre offer and its diversity, taking an all-inclusive approach to assess daytime, evening and night time economies.

The approach does not differentiate between the public, private and community/charity sectors as all contribute to the provision of services, products and overall experience of the town centre. This theme does not monitor consumer demand, expectations or their perceptions of the offer provided by the town centre.

## 3.1 Retail and Commercial Offer

- 3.1.1 Coleford Use Class 2020-2023
- 3.1.2 National Chains
- 3.1.3 Markets
- 3.1.4 Retail Sector Analysis

## 3.2 Culture and Leisure Offer

## 3.3 Events

## 3.4 Reported Crime



# 3.1 Retail and Commercial Offer

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

In order to remain competitive, town centres need to ensure they provide a level of offer that matches the demand of their current (or intended) visitors and consumers. This indicator is often linked to footfall and levels of business as well as visitor satisfaction. It can also be used (in conjunction with other indicators) to monitor the balance and relationship between the area's daytime and night time/evening economies.

A detailed audit of all retail and commercial properties in Coleford can be found in Appendix 2. It should be noted that the number of units recorded sometimes differ between each year. This may be as a result of the division of shop units, vacancies, or very slight variations on the area assessed.

## 3.1.1 Coleford Use Class 2020 - 2023

The [Town and Country Planning \(Use Classes\) Order 1987](#) puts uses of land and buildings into various categories known as 'Use Classes' which are detailed in appendix 1. The chart below outlines the Use Classes of the buildings in Coleford Town centre from 2020 - 2023.

Use Class	2020	2021	2022	2023
E (Commercial business and service)	93	92	93	97
F.1 (Learning and Non-Residential Institutions)	3	3	3	3
F.2 (Community Hall / Recreational Space)	N/A	N/A	N/A	2
Sui Generis	30	31	31	33
C.1 (Hotel / B&B)	N/A	N/A	N/A	1

# 3.1 Retail and Commercial Offer

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

## 3.1.2 National Chains

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. The character and profile of a town often also depends on the variety and mix of independent shops that can give a town a 'unique selling point' and help distinguish it from other competing centres.

Data collected by [Town and Place.AI](#) provides a breakdown of National Chain providers within each of the town centres. Since last year's report was issued, Coleford has lost one national chain store Lloyds Bank.

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

<b>Chain</b>	<b>Category</b>	<b>Subcategory</b>
Cancer Research	Charity	Charity Store
COOP	Store	Grocery
Lidl	Store	Grocery
Tesco Express	Store	Grocery
William Hill	Leisure	Betting Shop

# 3.1 Retail and Commercial Offer

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

## 3.1.3 Markets

This indicator monitors the existence of regular markets in the town centre. Markets can be a major motivating factor for people to come to a town centre. The presence of a regular traditional market can add diversity to the retail offer of a town centre and act as a catalyst for other more specialist markets to come to the area, including farmers' markets, artisan markets, continental markets, Christmas markets, night markets, etc.

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

The [National Market Traders Federation](#) has no record of any Markets being held in Coleford.

However the below markets are organised locally by the community:

### July 2022

16 July - Green Tops Market

### August 2022

20 August - Green Tops Market

26 August - The Faddle Fair

### September 2022

17 September - Green Tops Market

### October 2022

15 October - Green Tops Market

### November 2022

10 November - Christmas Market

### December 2022

2-3 December - Christmas Lights Switch On / The Faddle Fair

17 December - Green Tops Market

### May 2023

26-27 May - The Faddle Fair

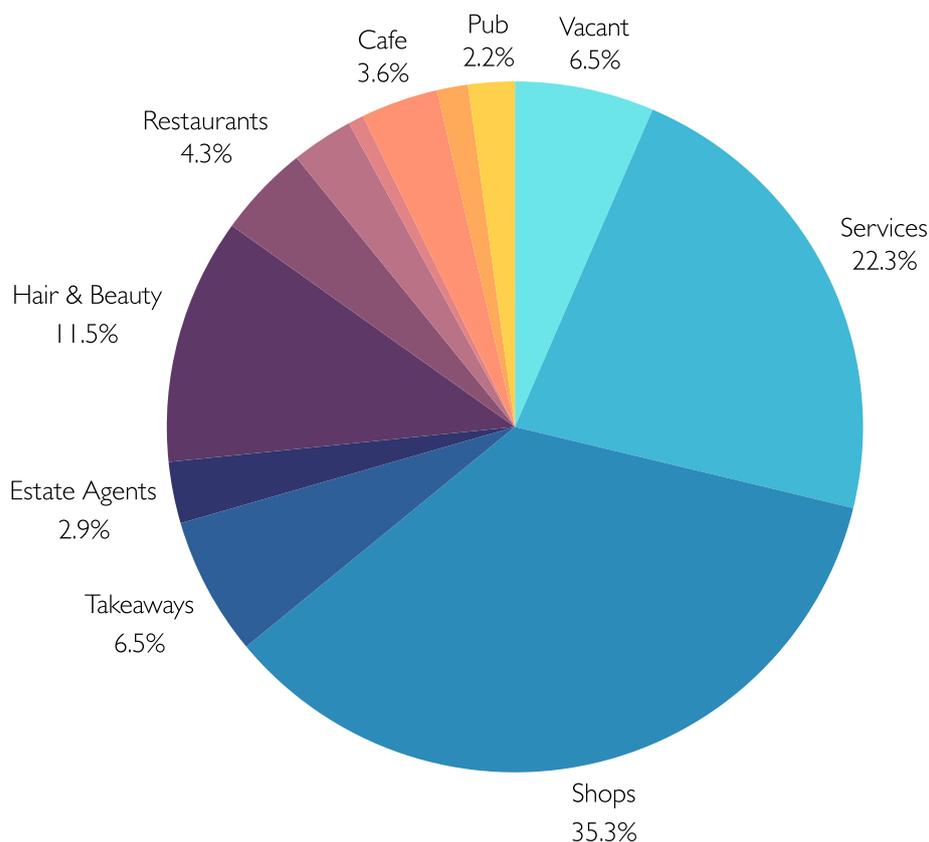
# 3.1 Retail and Commercial Offer

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

## 3.1.4 Retail Sector Analysis

The below information demonstrates how the retail and commercial offer is distributed in Coleford town as of December 2023 when the retail audit was conducted.

Cafes	5
Community Space	4
Estate Agent	4
Hair & Beauty	16
Hotel	1
Office Space	1
Pub	3
Recreational	2
Restaurant	6
Shops	49
Services	31
Takeaway	9
Vacant	9



## 3.2 Culture and Leisure Offer

This indicator captures the characteristics of Coleford town centre related to culture and leisure activities for enjoyment and social interaction, not just necessity.

<b>Facilities</b>	<b>2023</b>	<b>Signposting Information</b>
Art Galleries	0	
Art Centres	0	
Children's Play Area	0	
Cinema	1	Studio Cinema Coleford: <a href="https://coleford.merlincinemas.co.uk/?forcechoice=true">https://coleford.merlincinemas.co.uk/?forcechoice=true</a>
Community Halls	0	
Community Garden	0	
Games / Arcades	0	
Gym	0	

# 3.2 Culture and Leisure Offer

This indicator captures the characteristics of Coleford town centre related to culture and leisure activities for enjoyment, not just necessity.

Facilities	2023	Signposting information
Library	1	
Museum	1	The Great Western Railway Museum: <a href="https://www.gwrmuseumcoleford.co.uk/">https://www.gwrmuseumcoleford.co.uk/</a>
Parks and Gardens	0	1 located within walking distance of the town, Bells Field
Restaurants / Cafe's	5	
Swimming Pool	0	
Take-away's	12	
Theatre	0	
Other Special Venues	8	Forest of Dean District Council Forestry England Tourism Information Shop Police Station Ambulance Station Cadet Centre The Main Place community centre Skate park
Local Tourism Attractions (out of town centre)	4	<ul style="list-style-type: none"> <li>• Puzzlewood <a href="https://www.puzzlewood.net/">https://www.puzzlewood.net/</a></li> <li>• Perrygrove Railway <a href="https://www.perrygrove.co.uk/">https://www.perrygrove.co.uk/</a></li> <li>• Hopewell Colliery <a href="https://www.hopewellcolliery.com/">https://www.hopewellcolliery.com/</a></li> <li>• Beechenhurst <a href="https://www.visitdeanwye.co.uk/things-to-do/beechnhurst-pl308751">https://www.visitdeanwye.co.uk/things-to-do/beechnhurst-pl308751</a></li> </ul>



## 3.3 Events

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

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

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

### **July 2022**

9/10 July - Coleford Music Festival

### **September 2022**

9-19 September - Heritage Open Days

### **November 2022**

11 November - Remembrance

13 November - Remembrance Parade and Service

### **December 2022**

3 December - Christmas Lights Switch On / The Fiddle Fair

22 December - Carols around the Christmas Tree

### **February 2023**

18 February - Battle of Coleford

### **April 2023**

10 April - Carnival of Transport

### **May 2023**

13-21 May - Coleford Area Walking Festival

6 May - Coronation of King Charles III

### **July 2023**

8-9 July - Coleford Music Festival

# 3.4 Reported Crime

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

From July 2022 - July 2023, a total of 237 crimes were reported to the police. When compared to last year's data, reported crime in Coleford town centre has increased by 40%. Reported incidents seem to be particularly higher in Summer months, which corresponds with increased footfall data.

The data below is taken from the [Police UK website](#) and focuses on Coleford's town centre boundary. 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.

	<b>Jul 22</b>	<b>Aug 22</b>	<b>Sep 22</b>	<b>Oct 22</b>	<b>Nov 22</b>	<b>Dec 22</b>	<b>Jan 23</b>	<b>Feb 23</b>	<b>Mar 23</b>	<b>Apr 23</b>	<b>May 23</b>	<b>Jun 23</b>	<b>Jul 23</b>	<b>Total</b>
Violence and Sexual Offences	11	5	4	2	4	6	3	4	6	3	6	7	10	71
Anti-Social Behaviour	4	1	3	2	4	3	3	2	3	6	1	10	8	50
Criminal Damage and Arson	1	2	-	3	-	-	1	1	-	1	-	2	6	17
Vehicle Crime	-	-	-	-	-	-	-	-	-	-	-	1	-	1
Burglary	2	1	1	1	-	-	3	-	-	1	-	1	-	10
Other Theft	2	-	1	1	-	2	-	1	-	1	-	2	3	13
Drugs	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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# 3.4 Reported Crime

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

	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Total
Robbery	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shoplifting	3	-	2	4	4	1	-	-	3	-	3	2	4	26
Other Crime	1	1	-	-	-	-	-	1	-	-	-	-	-	3
Public Order	4	6	3	3	3	1	2	2	5	2	1	5	3	40
Theft from a Person	-	-	1	-	-	1	-	-	-	-	-	1	-	3
Possession of a Weapon	1	-	-	-	-	-	-	-	-	1	-	1	-	3
<b>Total TY</b>	<b>29</b>	<b>16</b>	<b>15</b>	<b>16</b>	<b>15</b>	<b>14</b>	<b>12</b>	<b>11</b>	<b>17</b>	<b>15</b>	<b>11</b>	<b>32</b>	<b>34</b>	<b>237</b>
<b>Total LY</b>	<b>23</b>	<b>12</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>12</b>	<b>9</b>	<b>5</b>	<b>14</b>	<b>12</b>	<b>8</b>	<b>15</b>	<b>29</b>	<b>158</b>
<b>Difference</b>	<b>+6</b>	<b>+4</b>	<b>+8</b>	<b>+9</b>	<b>+10</b>	<b>+2</b>	<b>+3</b>	<b>+6</b>	<b>+3</b>	<b>+3</b>	<b>+3</b>	<b>+17</b>	<b>+5</b>	<b>+40%</b>

# 4. Economic Characteristics

The overall aim in this theme is to provide users with an assessment of static and dynamic elements linked to the economic performance of a town centre. Some of the more 'static' elements, which in turn may influence perceptions, too, will include changes in the number of charity shops or vacant retail units.

On the other hand, more 'dynamic' elements such as evidence of partnership working or active management of the evening economy offer insights into the town centre's willingness to pull together and adopt a **purposeful** way forward to make it a more sustainably prosperous place regardless of the level of resources at its disposal.

## 4.1 Town Centre Investments

## 4.2 Vacant Retail Units

## 4.3 Charity Shops

## 4.4 Evening and Night Time Economy



# 4.1 Town Centre Investments

This indicator monitors evidence of public realm improvements and the level of investment from both the private and public sectors within the town centre of Coleford.

## 4.1.1 Old White Hart Inn Renovation

The Old White Hart Inn pub was recently redesigned and refurbished by local interiors company Calico. The pub is a focal point of Coleford and its renovation has breathed new life in to the town centre - offering a warm and welcoming pub for visitors and residents to enjoy.



## 4.1.2 Kings Head Apartments Renovation

The Kings Head Hotel in Coleford was recently renovated into 5 stylish, modern apartments. The building dates back to the 1600's and is a key part of Coleford's heritage, identity and townscape.



# 4.2 Vacant Retail Units

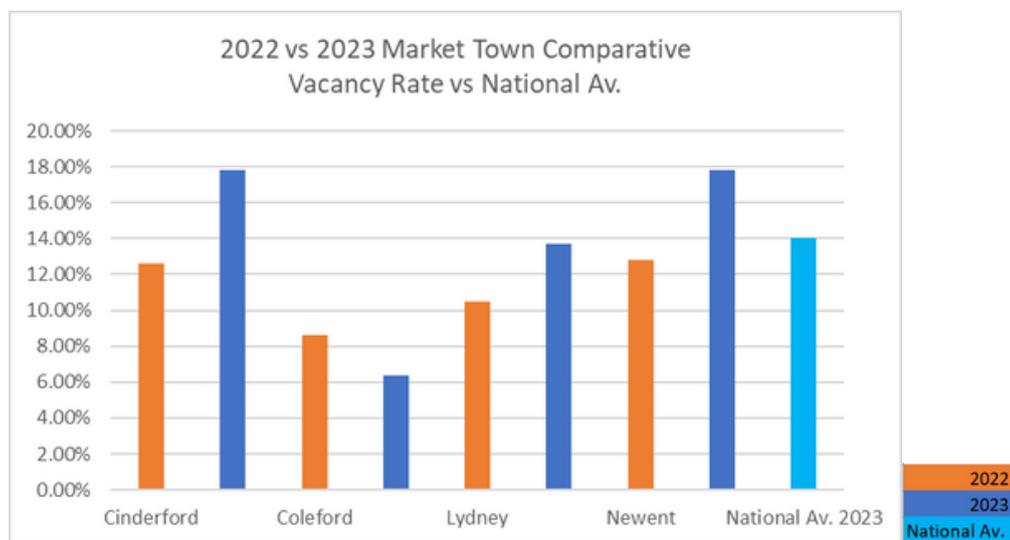
This indicator monitors changes in a town centre’s vacant retail units. An increase in vacant retail units in town centres has traditionally been linked to economic decline both locally and nationally.

On the other hand, this could also be interpreted as a temporary **opportunity** for the town centre to **strategically re-balance its visitor offer**, and for culture and leisure-related outlets and community services to gain more of a foothold in the town centre. Regardless of how vacant retail units are interpreted, their growth or decline forms an important element in the monitoring of the economic performance of any town centre. To note, the national average high street vacancy rate in Q4 2023 was 13.9%.

## 4.2.1 Vacant Retail Units

The chart below summarises the amount of vacant retail units in Coleford as of December 2023 when the retail audit was conducted. There are 3 less vacant properties than were recorded in 2022. To note, the national average high street vacancy rate in Q4 2023 was 14%.

Year	Vacant Unit Qty	Units Surveyed	% of Vacant Units
2023	9	142	6.4%
2022	12	138	8.6%



## 4.2.2 List of Vacant Units in Coleford

See below the list of vacant retail units within Coleford Town Centre boundary as of December 2023.

- Foxglove Gardens - Unit 2, High Street
- 4 High Street
- 4A High Street
- 19 Market Place
- 4 Mushet Walk
- 4 Newland Street
- 10/14 Newland Street
- 4 Pyart Court
- 6 Pyart Court

# 4.3 Charity Shops

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

Charity shops fill an important gap in the retail offer of any town centre. They provide a valuable reuse and recycling function, reducing the volume of waste going to landfill and bringing in valuable income for worthy causes. The council's Sustainable Economy strategy sets out to promote the circular economy in the district and encourage residents to re-use and recycle their textiles and household items. Charity shops are an essential part of promoting the circular economy.

As well as their environmental benefits, charity shops are cutting across social and demographic boundaries in attracting customers, providing affordable and specialist items. During the cost of living crisis, these stores add significant value to local residents who can't or may not want to buy new items. This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.

The chart's below summarise charity shops in Coleford town centre for 2023 and previous years.

2008	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
5	5	6	5	5	5	5	4	4	3	3	3

2022	2021	2023
Dean Forest Hospice, 2 Mushet Walk	Dean Forest Hospice, 2 Mushet Walk	Great Oaks, 2 Mushet Walk
Sue Ryder Care, 38 Market Place	Sue Ryder Care, 38 Market Place	Sue Ryder Care, 38 Market Place
Cancer Research, 10 Market Place	Cancer Research, 10 Market Place	Cancer Research, 10 Market Place

# 4.4 Evening and Night Time Economy

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

This indicator monitors evidence of active management of the evening and night time economies in the town centre. The majority of town and city centres (or at least parts of them) do not go to sleep after the last shop closes for the day. They often have evening and night time economies too, which may vary in size and character from one location to another. In many cases, the town centre attracts a completely different demographic of customers in the evening to those who visit the high street during the daytime.

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

Evidence is building to support the collective and active management of town centres after dark to increase visitor confidence, improve perceptions, prevent crime and disorder, and provide a healthy trading environment for a range of businesses and providers who operate at night.

This indicator enables users to monitor how effectively the evening and night time economies are managed (if they are managed at all) in a town centre.

The retail pathfinder toolkit advises that the [Purple Flag](#) recognition system is used. Purple flag is the accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that can offer a better night out to visitors. Purple flag aims to raise the standards and improve the quality of towns and cities at night. Coleford town centre is not accredited as a purple flag location.

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

14	High Street	Cinema	Sui Generis
3	Market Place	Bolters	
23	Market Place	Ritmo Tapas Bar Restaurant	E
30	Market Place	The Feathers Pub	Sui Generis
5/6	Market Place	Art of Coffee / The Lounge	E
Angel Hotel	Market Place	Angel Hotel/Pub	Sui Generis
Old White Hart Inn	Market Place	Old White Hart Pub	Sui Generis
12	St Johns Street	Cinnamons Restaurant and Takeaway	Sui Generis
32	Market Place	Hong Kong House	E
13/15	St Johns Street	The Doghouse (Micro Pub)	Sui Generis
The Schooner	Lords Hill	Amici Italian Restaurant	E

# APPENDICES.

1 Use Class Orders

2 Coleford Retail and Commercial Unit Audit

# I Use Class Order

The changes amend the Use Classes Order 1987 and took effect on 1 September 2020. This is a guide to the changes in the various Use Classes and the unit types that they represent.

Use	Old Use Class	New Use Class
Shops	A1	E
Financial and Professional Services	A2	E
Food and Drink	A3	E
Business (office, research and development, light industrial process)	B1	E
Non-residential Institutions (medical or health services, creches, day nurseries and centres)	D1	E
Assembly and Leisure (indoor sport, recreation or fitness, gyms)	D2	E
Non-Residential Institutions (education, art gallery, museum, public library, public exhibition hall, places of worship, law courts)	D1	F1
Shops no larger than 280m <sup>2</sup> (selling mostly essential goods and at least 1km from other similar shops)	A1	F2
Community Hall, outdoor sport/recreation, indoor or outdoor swimming pool, skating rink	A1	F2
Public House, wine bar, drinking establishments	A4	Sui Generis
Hot Food Takeaway	A5	Sui Generis
Cinema, Concert Hall, Bingo Hall, Dance Hall, Live Music Venue	D2	Sui Generis

# 2 Coleford Retail Unit Audit

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

No/Name	Street	Service	Use Class	Sector
6	Cinderhill	Fire Station	Sui Generis	Service
Cadet Centre	Cinderhill	Cadet Centre	Sui Generis	Service
Ambulance Station	High Street	Ambulance Station	Sui Generis	Service
Forest of Dean District Council	High Street	Forest of Dean District Council	E	Service
Foxglove Gardens - Unit 1	High Street	Row and Wye Flooring	E	Shop
Foxglove Gardens - Unit 2	High Street	Vacant	Vacant	Vacant
Foxglove Gardens - Unit 3	High Street	Beautiful Fern	E	Hair & Beauty
St Johns Ambulance	High Street	St Johns Ambulance	Sui Generis	Service
1	High Street	Steve Gooch Estate Agents	E	Estate Agent
3	High Street	Shirley's Den	E	Shop
4	High Street	Vacant	Vacant	Vacant
4A	High Street	Vacant	Vacant	Vacant
5	High Street	Occupied	N/A	N/A
8	High Street	GMT Mortgage Bureau & Financial Consultancy	E	Service
7 - 9	High Street	KJT Estate Agents	E	Estate Agent
10	High Street	David Kear Opticians	E	Service
11	High Street	Gwyn James Solicitors	E	Service
12	High Street	Mikes Auto Services	Sui Generis	Service
14	High Street	Cinema	Sui Generis	Recreational
13 - 15	High Street	Sorting/Post Office	Sui Generis	Service
17	High Street	Forever Young Tattoo	Sui Generis	Shop
19	High Street	MC Traditional Barbers	E	Hair & Beauty
21	High Street	Amy's nails	E	Hair & Beauty
23	High Street	Headlines Hairdressers	E	Hair & Beauty
25	High Street	Tesco	E	Shop
27	High Street	Proper Job	E	Shop
1 & 2	Market Place	The Crusty Loaf Bakery	E	Shop
3	Market Place	Bolters	E	Restaurant
4	Market Place	Forest Deli	E	Shop
5 - 6	Market Place	Art of Coffee / The Lounge	E	Café

# 2 Coleford Retail Unit Audit

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

7/7A	Market Place	Spa Rituals	E	Hair & Beauty
8	Market Place	Mills Newsagents	E	Shop
9	Market Place	REVEAL Hair Salon	E	Hair & Beauty
10	Market Place	Cancer Research UK	E	Shop
10A	Market Place	Moonstone	E	Shop
12	Market Place	The Choice is Yours	E	Shop
13	Market Place	Odds and Ends	E	Shop
14	Market Place	Be you tiful	E	Hair & Beauty
15	Market Place	Occupied	N/A	N/A
16a	Market Place	Forest books and crafts	E	Shop
16	Market Place	Coleford Charcoal and Grill Takeaway	Sui Generis	Takeaway
17	Market Place	Light Fantastic	E	Shop
19	Market Place	Vacant (former Lloyds bank)	Vacant	Vacant
20	Market Place	Bridie Thorne Hairdressers	E	Hair & Beauty
23	Market Place	Ritmo Tapas Bar Restaurant	E	Restaurant
24/25	Market Place	Milano Kebab Takeaway	Sui Generis	Takeaway
27	Market Place	The Barbers	E	Hair & Beauty
28	Market Place	Milano Takeaway	Sui Generis	Takeaway
29	Market Place	Step aside	E	Service
29A	Market Place	The Barber Shop	E	Hair & Beauty
30	Market Place	The Feathers Pub	Sui Generis	Pub
32	Market Place	Hong Kong House	E	Restaurant
33	Market Place	White and Miller Butchers	E	Shop
38	Market Place	Sue Ryder Care Charity Shop	E	Shop

# 2 Coleford Retail Unit Audit

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

Unicorn House	Market Place	Celestial Adornment Gift Shop	E	Shop
40	Market Place	Kaplans Café	E	Café
31A	Market Place	Dean Conveyancing	E	Service
34/35	Market Place	Fairways Furnishings	E	Shop
Angel Hotel	Market Place	Angel Hotel/Pub	C.I	Hotel
Old White Hart Inn	Market Place	Old White Hart Pub	Sui Generis	Pub
38	Market Place	Celestial Adornment Gift Shop	E	Shop
Mushet Walk	Mushet Walk	The Baguette Shop	E	Café
Mushet Walk	Mushet Walk	Marcus P. Bristow Chiropodist/Podiatrist	E	Service
Mushet Walk	Mushet Walk	Derails Model Railways	E	Shop
2	Mushet Walk	Great Oaks	E	Shop
4	Mushet Walk	Vacant	Vacant	Vacant
2	Newland Street	China 21	Sui Generis	Takeaway
4	Newland Street	Vacant	Vacant	Vacant
5	Newland Street	Biker Dean Motorcycles	Sui Generis	Shop
8	Newland Street	Severn Sun Studio	E	Shop
27	Newland Street	Church	F.I	Community Space
10 - 14	Newland Street	Vacant	Vacant	Vacant
Council Offices	Lords Hill	Coleford Council Office	E	Service
2	Lords Hill	William Hill Betting Shop	E	Shop
4	Lords Hill	Tourist Information Centre	E	Service
Co-OP	Lords Hill	Co-op	E	Shop
6	Lords Hill	Amici Italian Restaurant	E	Restaurant
Old Station Way	Old Station Way	Lidl	E	Shop
Old Station Way	Old Station Way	The Main Place Community Centre	F.2	Community Space
Old Station Way	Old Station Way	Library	F.I	Community Space

# 2 Coleford Retail Unit Audit

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

2 - 4	St Johns Street	Lucky Restaurant and Takeaway	Sui Generis	Takeaway
5	St Johns Street	David Sheppard Family Butchers	E	Shop
6	St Johns Street	B.M.C. Weston Florist	E	Shop
6A	St Johns Street	Wyedean Footcare	E	Service
7	St Johns Street	Offices	E	Office Space
8	St Johns Street	Pomegranate (Clothes)	E	Shop
10	St Johns Street	Hairforce 1	E	Hair & Beauty
11	St Johns Street	Wyedean Housing Association	E	Service
12	St Johns Street	Cinnamons Restaurant and Takeaway	Sui Generis	Restaurant
13/15	St Johns Street	The Doghouse (Micro Pub)	Sui Generis	Pub
14	St Johns Street	Dean estate agents	E	Estate Agent
17 & 17a	St Johns Street	Scoffs	E	Café
17a	St Johns Street	Scoffs	E	
18	St Johns Street	Twisted Barbers	E	Hair & Beauty
19	St Johns Street	The Tram Fish and Chip Shop	Sui Generis	Takeaway
20	St Johns Street	Changes Hair Salon	E	Hair & Beauty
21	St Johns Street	Coleford Computers	E	Service
21A	St Johns Street	Keep Slate Gifts	E	Shop
22	St Johns Street	Soul Magik	E	Shop
23	St Johns Street	JD Hair and Lisa Jane Beauty	E	Hair & Beauty
25	St Johns Street	Raymond's Stores Coleford Clothes	E	Shop
5 Bank Street	St Johns Court	Oriental Garden	Sui Generis	Takeaway
6 Bank Street	St Johns Court	Ian Tobin Decorators	E	Service

# 2 Coleford Retail Unit Audit

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

9	Bank Street	Frank Ista Tattoo	Sui Generis	Shop
16	Bank Street	Café 16	F.2	Community Space
Bank House	Bank Street	Forestry England	E	Service
Bank Street	Bank Street	Beales Garage	Sui Generis	Service
Bank Street	Bank Street	Motorcycle Performance Store	Sui Generis	Service
Spout Garage	Spout Lane	Paul Jones and Son Motors	Sui Generis	Service
1	Tram Road	Raymond's Carpets	E	Shop
Telephone Exchange	Boxbush Road	BT	Sui Generis	Service
13	Gloucester Road	Occupied	N/A	N/A
15	Gloucester Road	Occupied	N/A	N/A
11A	Gloucester Road	The Beauty Boutique	E	Hair & Beauty
11B	Gloucester Road	Blooming Mad	E	Shop
17	Gloucester Road	Reckless Design	E	Shop
23	Gloucester Road	TKI Book Keeping & Accounts	E	Service
29	Gloucester Road	Balti Hut Restaurant	E	Restaurant
31	Gloucester Road	Al's Plaice Fish and Chips	Sui Generis	Takeaway
33	Gloucester Road	MAA Tandoori Bangladeshi Takeaway	Sui Generis	Takeaway
Police Station	Gloucester Road	Police Station	Sui Generis	Service
4	Pyart Court	Vacant	Vacant	Vacant
5	Pyart Court	Smith's Pet & Garden Shop	E	Shop
6	Pyart Court	Vacant	Vacant	Vacant
7	Pyart Court	Forget Me Not Florists	E	Shop
8	Pyart Court	Thurabread Bakery	E	Shop
9	Pyart Court	Lloyds Pharmacy	E	Shop
10	Pyart Court	Lloyds Pharmacy	E	Shop
11	Pyart Court	Blue Boy Carpets	E	Shop
12	Pyart Court	Blue Boy Carpets	E	Shop
13	Pyart Court	Day Lewis Pharmacy	E	Shop
14	Pyart Court	Day Lewis Pharmacy	E	Shop
15	Pyart Court	Bickys Coffee Shop	E	Café
16	Pyart Court	Bathroom Shop	E	Shop
17	Pyart Court	Royal Forest Kitchens	E	Shop
18	Pyart Court	Niue Tatu Shop	Sui Generis	Shop
19	Pyart Court	Lettings Agent – Dean Properties	E	Estate Agent
20	Pyart Court	Thurabread Bakery (Storage)	E	N/A

# 2 Coleford Retail Unit Audit

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

21	Pyart Court	Ignite Plumbing Services	E	Service
22	Pyart Court	The Vape Shop	E	Shop
23	Pyart Court	Studio M	E	Hair & Beauty
24 & 25	Pyart Court	Bubbles Laundrette	Sui Generis	Service
2 & 3	Pyart Court	Willow Tree Dental Practice	E	Service
Coleford Health Centre	Railway Drive	Health Centre	E	Service
Drybridge Veterinary Clinic	Railway Drive	Drybridge Veterinary Clinic	E	Service
Railway Museum	Railway Drive	Railway Museum	F.I	Recreational