



Forest of Dean  
— DISTRICT COUNCIL —

# Town Centre Audits

Lydney  
2020/21



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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.

During this period the Forest of Dean was placed under full and partial national Covid-19 lockdowns by the Government which commenced in March 2020 and ended in July 2021.

### 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 Lydney 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's performance.

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

- Footfall
  - Car Parking
  - Retail and Commercial Offer
  - Trader Types
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- 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 Lydney 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 Covid-19

Since March 2020, the world has been dealing with the Covid-19 Global Pandemic. The effects of this virus will be felt for many years across a multitude of areas. We have tried to capture the initial impact it has had on the town centre in this report.

It is important to note the following key dates which record public movement/trading restrictions during the Covid-19 pandemic upto to the end of the reporting period:

- 23 March 2020 - UK Government declares National Lockdown. Closing all non-essential stores and the entire hospitality sector
  - 10 May 2020 - First easing of England's lockdown, (public allowed to leave the house to exercise more than once a day.)
  - 1 June 2020 - Lockdown measures eased with school children in reception, year 1 and 6 returning to school
  - 15 June 2020 - High Street stores reopened (exc hospitality, beauty and hairdressing sectors)
  - 4 July 2020 - Remaining business sectors reopened
  - 24 July 2020 - UK Government announces mandatory use of masks in England
  - 3 August 2020 - Eat Out to Help Out scheme launched
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- 1 September 2020 - First day of school term for Gloucestershire
  - 24 September 2020 - 10pm Curfew in England began
  - 14 October 2020 - The Government introduced the Three Tier System
  - 31 October 2020 - The Government announced a 4 week lockdown ending 2 December 2020
  - 2 December 2020 - England returned to the Three Tier System with a Fourth Tier added later in December 2020
  - 4 January 2021 - The Government announced a full lockdown
  - 8 March 2021 - Schools in England returned (step 1a of the [COVID Recovery Roadmap](#))
  - 29 March 2021 - Rule of 6 (outdoor) reintroduced (step 1b of the [COVID Recovery Roadmap](#))
  - 12 April 2021 - England moved to step 2 of the [COVID Recovery Roadmap](#)
  - 17 May 2021 - England moved to step 3 of the [COVID Recovery Roadmap](#)
  - 19 July 2021 - England moved to step 4 of the [COVID Recovery Roadmap](#)

Forest of Dean District Council and the Town Council took steps to ensure the safety of the town's residents whilst maintaining business operations.

Community efforts saw the town centres and shopping habits change within the first few months of the pandemic as shown in the [Town Centre Report from 2019-2020](#).

To offset the effects of COVID-19, in 2020 Central Government introduced rate relief, furlough, VAT relief and business grant schemes to help with the recovery of the economy and the high street.

The Forest of Dean District Council received the following ERDF funding to assist the Town and Parishes in their recovery:

- Reopening the High Street
- Welcome Back Fund
- Contain Outbreak Management Fund

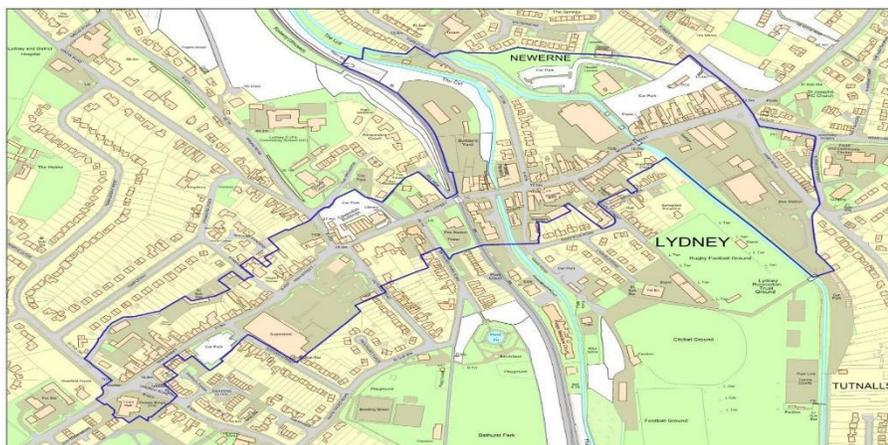
£35m has also been distributed to businesses under Forest of Dean District Council's Additional Restrictions Grant Scheme.

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## 1.3 Lydney Town Centre Boundary

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



## 2. People and Footfall

The Local Insight profile commissioned by Gloucestershire County Council in 2016 indicated that the population of Lydney was 9,785 at this time.

This report recognises that since this date, the housing development in each of the Towns within the Forest of Dean may have affected these figures.

'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 Footfall 2013 to 2020

2.1.1 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).

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

2.1.3 The methodology used in 2013 and onwards is as per the guidance stated in the ‘Successful Town Centres – Developing Effective Strategies: Indicators Toolkit’. The methodology stated in this document was used to repeat the data collection on an annual basis. Data was collected in one location on a Wednesday, Friday and Saturday of the same week for 1 hour starting at 10.30. Footfall was recorded for both sides of the street, noting people walking either direction.

2.1.4 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
40	50	51	67	52	79	81	78	91	85	212

2.1.5 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.

2.1.6 Counts were conducted for an hour and recorded at 10 minute intervals. Counts were taken outside 47- 49 Newerne Street.

## **2.2 Footfall 2021**

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.

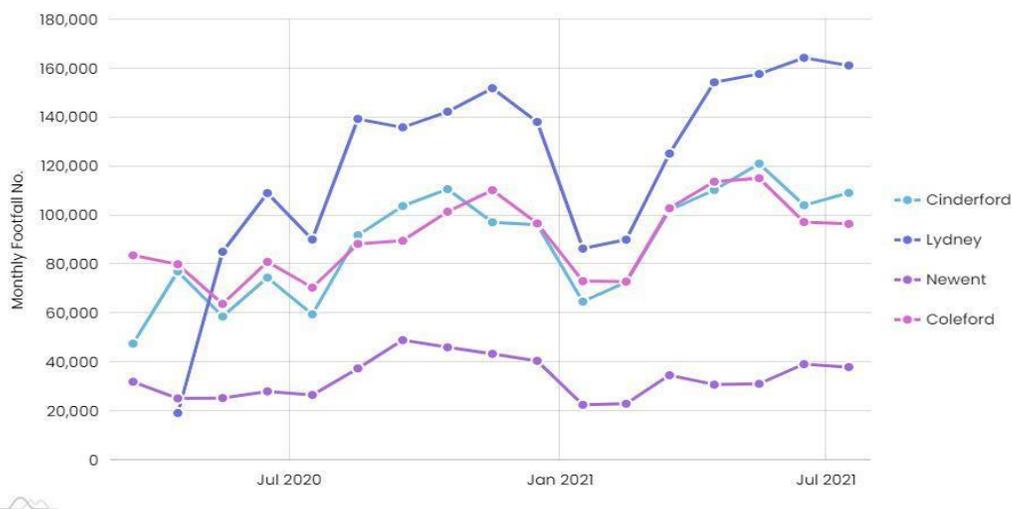
2.2.2 The methodology into collecting town footfall data has now changed and this approach will be used for a 3 year period April 2021-March 2024, whilst the previous data was collected manually, the following data has been collected by Artificial Intelligence and GPS data. Therefore, it is not possible to compare the new AI data with the manual footfall counts recorded previously.

2.2.3 The following data provides information on the total footfall within Lydney town centre boundary during the period of June 2020 to July 2021.

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Month	Total Footfall
June 2020	109,126
July 2020	90,158
August 2020	139,419
September 2020	136,000
October 2020	142,401
November 2020	151,980
December 2020	138,214
January 2021	86,463
February 2021	90,110
March 2021	125,267
April 2021	154,388
May 2021	157,799
June 2021	164,392
July 2021	161,260

2.2.4 The graph below shows Lydney footfall from March 2020 to August 2021 in comparison to the other 3 market towns.



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## 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 centres 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, contributes 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](#), coming 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 2020 to July 2021.

### Newerne Street Car Park:

Month	No. of Purchases Tickets
June 2020	531
July 2020	2746
August 2020	2988

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Month	No. of Purchases Tickets
September 2020	3529
October 2020	4794
November 2020	2288
December 2020	2845
January 2021	938
February 2021	1259
March 2021	1480
April 2021	2592
May 2021	2730
June 2021	3247
July 2021	3825

**Bream Road:**

Month	No. of Purchases Tickets
June 2020	76
July 2020	388
August 2020	369
September 2020	419
October 2020	584
November 2020	238
December 2020	324
January 2021	184
February 2021	213
March 2021	223
April 2021	453

Month	No. of Purchases Tickets
May 2021	452
June 2021	521
July 2021	511

2.3.9 Based on a monthly recording for Newerne Street car park, the average ticket sales for Lydney has decreased. Likewise, Bream Road Car Park saw a fall in monthly ticket sales per month. The reduction in ticket sales will no doubt be due in part to COVID-19 - a reduction in shoppers and shop/hospitality workers during lockdown and beyond meant a reduction in vehicles.

2.3.10 Due to Covid-19, the car park charges were suspended for April and May 2020 however free parking on Saturdays remained until 1 September 2020. In June 2020 Forest of Dean District Council also introduced 5 free short term (30 minutes) parking bays per town. The 5 free bays are still in place.

### 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, 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.

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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 was amended. 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.

Use Class	2020	2021
E	114	118
F.1	4	4
Sui Generis	29	28
<b>Total Occupied Units</b>	147	150

## 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:

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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
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 As highlighted in the table above, Lydney Town Centre features 8 of these national chains out of 150 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.

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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 Lydney town centre for 2021.

Facility	2021
Museums	0
Art Galleries	0
Art Centre	0
Take Away	10
Restaurants and Cafés	12
Swimming Pools	0 (1 within walking distance of the town centre)
Gyms	0 (2 within walking distance of the town centre)
Cinemas	0
Theatres	0
Community Halls	2 (Town Hall and Naas Lane Community Hall)
Parks/Gardens	0 (2 within walking distance of the town centre)
Games Arcade	0
Other Specialist Outlets	1 Library within the town centre boundary. Additionally there is an excellent Park, Recreation Grounds/facilities to include Tennis Courts, a lake and sports pitches all within walking distance of the town centre. Cricket, Football, Rugby, Angling and Tennis Clubs are also within walking distance of the Town Centre.

## 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.

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3.4.5 Licensed events in Lydney over the past year are as follows (date shown is when application was made). It should be noted that many of the usual yearly events were cancelled due to the Covid-19 restrictions.

#### 3.4.6 Temporary Event Notices:

Date	Location	Reason
28.12.20	Tesco, Lydney	Extension of off sales alcohol

#### 3.4.7 Road Closure Orders:

None

#### 3.4.8 Premises Licences:

None

#### 3.4.9 Pavement Licences:

None

## 3.5 Reported Crime

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

3.5.2 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.

3.5.3 This indicator will allow its users to contrast these perceptions (captured in the "crime and safety perceptions" indicator) with actual reported crime statistics.

3.5.4 The data provides information on reported crime within Lydney Town Centre from June 2020 - July 2021.

	Jun 20	July 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	July 21
Violence and Sexual Offences	7	5	1	11	3	3	4	2	7	5	4	1	3	4
Anti-Social Behaviour	7	6	15	15	9	11	3	4		8	4	14	4	5
Criminal Damage & Arson	1		3	3	1		2	1		1	1	1		
Vehicle Crime								1						
Burglary		1	1	1										
Other Theft			2	2		1		2					1	

	Jun 20	July 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	July 21
Drugs					2		3		1					1
Robbery														
Shoplifting	1		3	3	1	2				2	1	2		3
Other Crime	1	1	6	6		1	2	1	1	4	2	1		1
Public Disorder	2	3				2			1		2	3		3
Theft from a Person														
Possession of a Weapon														
<b>TOTAL</b>	<b>19</b>	<b>16</b>	<b>21</b>	<b>41</b>	<b>16</b>	<b>20</b>	<b>14</b>	<b>11</b>	<b>10</b>	<b>20</b>	<b>14</b>	<b>22</b>	<b>8</b>	<b>17</b>

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 1 record of a Market being held in Lydney – an outdoor market held on a Saturday in Newerne Street. This continued to operate up to July 2021, when the site closed due to redevelopment.

## 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 2021 and previous years.

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

2020	2021
Cats Protection, 28a Newerne Street	Cats Protection, 28a Newerne Street
Age UK Charity Shop, 1 Newerne Street	Age UK Charity Shop, 1 Newerne Street
Dean Forest Hospice Charity, 17 Newerne Street	Dean Forest Hospice Charity, 17 Newerne Street
Dial-a-Ride, Bus Station, Hams Road	Dial-a-Ride, Bus Station, Hams Road

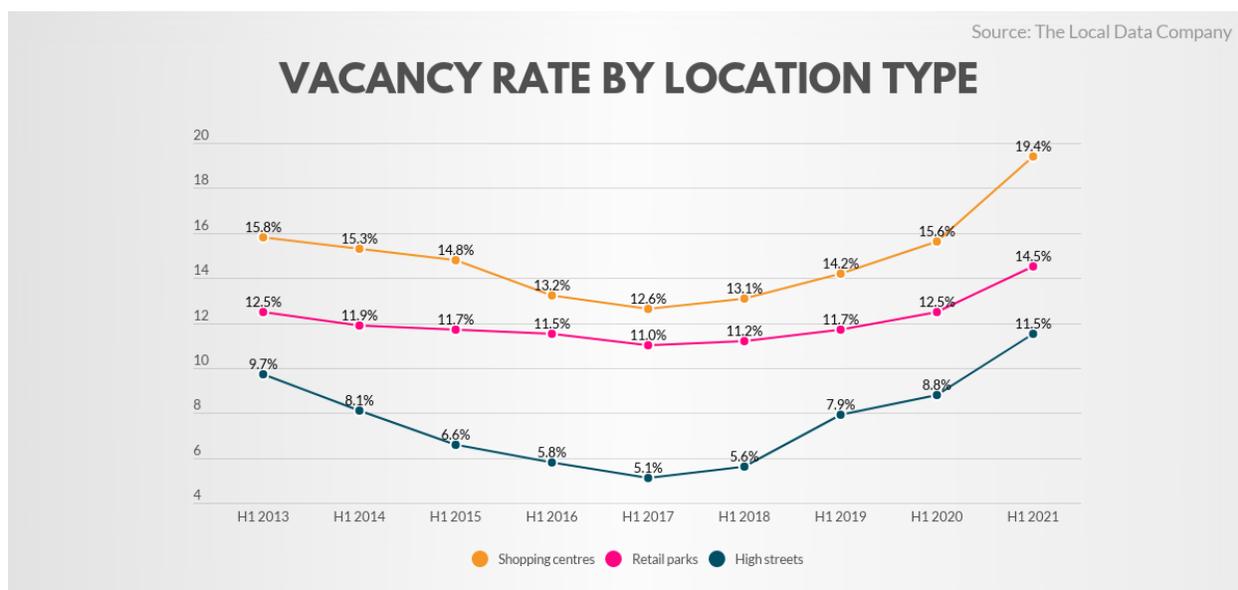
4.1.7 Nationally, some traders report concerns about the proportion of new goods on sale in charity shops. As charities are able to claim up to 80% discount on their business rates, this could be interpreted as unfair competition.

## 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](#). It demonstrates that over the period of 2020 to 2021 the National High Streets vacancy rate increased from 8.8% to 11.5%.



4.2.5 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.

### Lydney Vacant Units 2021:

Vacant Unit Quantity	Units Surveyed	%
15	165	9

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### List of Empty Units:

- 23 Hams Road
- 27 Hams Road
- 33 + 33a High Street
- 20 Hill Street
- 3b Forest Parade Hill Street
- 5b Cavendish Building Hill Street
- 16 Newerne Street
- 1a Hylton Court Newerne Street
- Unit 1 Regents Yard
- Unit 11 Regents Yard
- Unit 2 Regents Yard
- Unit 3 Regents Yard
- Unit 4 Regents Yard
- Unit 5 Regents Yard
- Unit 6 Regents Yard

## 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 Lydney.

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 In December 2020 planning permission was granted on a new supermarket within the town centre boundary. Work commenced on this project in July 2021.

4.3.5 Lydney Town Council is working with Place Studios on a Regeneration Project ('Lydney Forward') that will bring together a number of elements to enhance the town centre, including: a review of the Neighbourhood Development Plan, an Accessibility Study to make the town centre more attractive to those with access problems, the development of a Business Co-Working Hub in the Town Centre and a review of transport connections. The Town Council

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and Place Studios will work closely with key stakeholders such as the District Council and the County Council's Highways department.

## 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 Lydney town centre is not accredited as a purple flag location.

4.4.10 Due to restrictions in place from the Government due to the Covid-19 pandemic, all pubs/clubs and restaurants were put on a mandatory lockdown, unless they served takeaway from 23 March 2020 to the 4 July 2020.

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4.4.11 On 24 September 2020, the Government imposed a 10pm curfew on all pubs, restaurants and takeaways. This curfew was lifted upon the reopening of hospitality trade in line with the COVID Recovery Roadmap in May 2021.

## 5. Conclusion

### 5.1 People and Footfall

5.1.1 The footfall data shows a clear indication of how national restrictions affected the high street. From the graph shown in 2.2.4, there was a clear drop in footfall following the national lockdown which was enforced in December 2020.

5.1.2 In June 2019 Town Centre AI recorded 206,517 visitors to Lydney. In June 2020 just 109,126 visitors were recorded and June 2021 it was 164,392 showing that the high street has not operated at its full potential during this latest reporting period however it is assumed this is largely due to the restrictions and reservations around the COVID-19 pandemic.

5.1.3 Further monitoring in 2021/22 will determine if COVID-19 has had a permanent effect on the high street.

5.1.4 Based on a monthly recording for Newerne Street car park, the average ticket sales for Lydney between June 2020 and July 2021 has significantly decreased from 4,491 in our previous report to 2,556 tickets per month. Likewise, Bream Road Car Park saw a large fall in monthly ticket sales from the last reported 829 per month to 353. The reduction in ticket sales will no doubt be due in part to COVID-19 - a reduction in shoppers and shop/hospitality workers during lockdown and beyond meant a reduction in vehicles.

### 5.2 Diversity and Vitality of Place

5.2.1 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 Lydney. We have compared 2020 & 2021 data and the results are very similar with very few variations.

5.2.2 As indicated in 3.2.4 Lydney high street retained a strong presence of independent and non national chain retailers.

5.2.3 Lydney 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 relationship between the arts and cultural projects.

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5.2.4 Due to COVID-19 and governmental restrictions, no licenced events took place during the period June 2020 to July 2021.

5.2.5 The number of reported crimes has decreased over the past year. Violence & Sexual Offences and Anti-social behaviour is the category with the largest number of crimes reported.

## 5.3 Economic Characteristics

5.3.1 The vacancy rate for 2020/21 has decreased from the previous year with 15 vacant commercial units (at the time of the audit) compared to 16 in the previous period. This equates to a 9% vacancy rate which is also favourable when compared to the National High Streets Vacancy figure of 11.5% (source: Local Data Company).

5.3.2 It is still unclear the full effect COVID-19 has had on the evening and night time economy in Lydney due to governmental curfews and restrictions. However, the 2021/22 report will look to gauge if there has been a lasting effect on the High Street.

5.3.3 Lydney has seen a large increase in investment to the Town and surrounding areas within the last few years housing the largest amount of residential development within the District. 2.2.4 indicates how this has caused a large variation from the other towns in the Forest of Dean in relation to the amount of footfall the high street sees within a month period.

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# Appendix I

## 6. Use Class List 2021

No/Name	Street	Service	Use Class
Autumn Leaves Funeral Home	Albert St	Gordon Blake Funeral Services	E
Lydney Health Centre	Albert Street	Lydney Health Centre	E
6A	Forest Road	Light Fantastic DIY	E
6a	Forest Road	ETB	Sui Generis
13	Hams Road	Hannya Tattoo	Sui Generis
15	Hams Road	Espie Hair	E
17	Hams Road	Be Lovely Beauty	E
19	Hams Road	Vitality Mortgages Ltd	E
21	Hams Road	Rominos Pizza Takeaway	Sui Generis
23	Hams Road	Vacant	Vacant
25	Hams Road	Great Wall Chinese Takeaway	Sui Generis
27	Hams Road	Vacant	Vacant
B&M Stores	Hams Road	B&M Store	E
Bus Station	Hams Road	Part - Dial A Ride Charity Shop	E
Exhaust + Tyres	Hams Road	Exhaust + Tyres	Sui Generis
2	High Street	WPS Financial Group	E

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No/Name	Street	Service	Use Class
11	High Street	Sundean Veterinary Clinic	E
13	High Street	Tasty Bites Café	E
15	High Street	Waggly Tails Grooming	E
15	High Street	Alcock Watson Associates Chartered Accountants	E
17	High Street	Bigger Boss Music Store	E
35	High Street	Golden Phoenix Chinese	Sui Generis
41	High Street	Looby's Curtain Craft	E
43	High Street	FDH Architects	E
47	High Street	Ferrino and Partners Estate Agents	E
49	High Street	Sun Kissed Tanning Salon	E
15A	High Street	Mincost - Garden products	E
15A	High Street	Chilliz Indian Takeaway	E
15B	High Street	Imagitec	E
15E	High Street	Cycle Centre	E
15E	High Street	Steve Virgo Garden Machinery	E
15F	High Street	Equipment Hire Service	E
33 + 33a	High Street	Vacant (was Yer Tiz – Antiques)	Vacant
43A	High Street	Reflections Hair Salon	E
5&7	High Street	Bohemia Hair and Beauty	E

No/Name	Street	Service	Use Class
51 +53 + 55	High Street	Lydney Launderette	Sui Generis
Baptist Church	High Street	Vacant	F.I
Tesco Store	High Street	Tesco Foodstore	E
Town Hall	High Street	Town Hall	F.I
1	Hill Street	Inspirations	E
2	Hill Street	Beauty Retreat Nail Retreat	E
3	Hill Street	3 Hill Street Club & Railway Restaurant	E
8	Hill Street	Francis Law LLP Solicitors	E
9	Hill Street	David Kear Opticians	E
11	Hill Street	The Training Rooms	E
20	Hill Street	Vacant	Vacant
22	Hill Street	Zelish Hair & Beauty	E
1 Cavendish Building	Hill Street	Revival Hair and Beauty (was Kudos Hair Salon)	E
1 Forest Parade	Hill Street	Poppies Florist	E
1 Kings Buildings	Hill Street	Wildin & Co	E
13A	Hill Street	Hairways	E
13B	Hill Street	Cream Xtends	E
1A	Hill Street	Makinson and Co Accounts	E
2 Cavendish Building	Hill Street	A.K.McCullagh and Sons Jewellers	E

No/Name	Street	Service	Use Class
2 Forest Parade	Hill Street	The Worx hair Salon	E
3 Cavendish Building	Hill Street	Bengal Balti Bangladeshi Takeaway	Sui Generis
3 Forest Parade	Hill Street	D+M Pizza House	Sui Generis
3b Forest Parade	Hill Street	Vacant	Vacant
4 Cavendish Building	Hill Street	Cavendish Dry Cleaners and Laundry Service	Sui Generis
4 Forest Parade	Hill Street	Han Barbers	E
5 + 5a Forest Parade	Hill Street	Saffron Balti Restaurant	Sui Generis
5 Cavendish Building	Hill Street	Invictus Windows & Doors	E
5b Cavendish Building	Hill Street	Vacant	Vacant
6 Cavendish Building	Hill Street	Pitman, Blackstock White Solicitors	E
6 Forest Parade	Hill Street	Lydney Charcoal Grill	Sui Generis
7 Forest Parade	Hill Street	Quick Stop Newsagents	E
8 Forest Parade	Hill Street	Kunming Chinese Takeaway	Sui Generis
Coffee Bar	Hill Street	NG Thai Food	Sui Generis
Dental Surgery	Hill Street	Dentist	E
Fire Station	Hill Street	Fire Station	Sui Generis
Kings Building	Hill Street	Arty Type	E
Lydney Library	Hill Street	Library	F.I
Old Police Station	Hill Street	Signs 4 U	E

No/Name	Street	Service	Use Class
Rear of 1	Hill Street	Coco & Bliss Coffee Garden	E
Tesco Petrol Station	Hill Street	Tesco Petrol Station	Sui Generis
Unit 3-4 The Tindle Suite,	Hill Street	Betfred	E
Unit 6 The Tindle Suite,	Hill Street	Wildin & co. Chartered Accountants	E
Unit 8 The Tindle Suite,	Hill Street	The Forest of Dean & Wye Review	E
15C	High Street	Vacant	Vacant
1	Newerne Street	Age UK Charity Shop	E
3	Newerne Street	Vape Escape	E
5	Newerne Street	Box and Co Accountants	E
5	Newerne Street	No 45 Nails & Beauty	E
9	Newerne Street	Bidmead Cook	E
12	Newerne Street	forest friendly eco conscience shop	E
14	Newerne Street	Taylor's Jewellers	E
16	Newerne Street	Vacant	Vacant
17	Newerne Street	Dean Forest Hospice Charity Shop	E
18	Newerne Street	Forest Tackle	E
20	Newerne Street	Griffin Griffiths Marshall Accountants	E
21	Newerne Street	Bryan James Insurance	E
23	Newerne Street	Gio Barbers	E

No/Name	Street	Service	Use Class
25	Newerne Street	Balanced Fitness & Beauty	E
26	Newerne Street	DK Furnishings	E
27	Newerne Street	Afterlife Tattoo	Sui Generis
28	Newerne Street	Forest of Dean Mobility	E
29	Newerne Street	Polish Nail and Beauty	E
31	Newerne Street	The Card Box	E
32	Newerne Street	Raymond's Stores Clothes	E
34	Newerne Street	Hot Stuff	E
36	Newerne Street	Armstrong and North Opticians	E
41	Newerne Street	Lloyds Pharmacy	E
47	Newerne Street	Bargain Booze	E
51	Newerne Street	Dobbs & Drew Property Lawyers	E
53	Newerne Street	Ruddy's Fish and Chips	Sui Generis
55	Newerne Street	Lloyds Bank	E
59	Newerne Street	The Coventry Building Society	E
61	Newerne Street	Kaplan's Café & Bistro	E
65	Newerne Street	Frankies (was Scott's Shoes)	E
65	Newerne Street	The Flower Pot	E
67	Newerne Street	Martin's Newsagents	E

No/Name	Street	Service	Use Class
69	Newerne Street	Cash Converters	E
19A	Newerne Street	Absolute Hair Salon	E
19B	Newerne Street	The Dressing Room	E
1a Hylton Court	Newerne Street	Vacant	Vacant
1b Hylton Court,	Newerne Street	BUPA Dental Care	E
2-6 Hylton Court	Newerne Street	Furniture Recycling Project	E
22-24	Newerne Street	William Hill	E
25A	Newerne Street	Honey Pot Cafe	E
28A	Newerne Street	Cats Protection Charity Shop	E
38a & 38B	Newerne Street	The Bridge Café	E
38C	Newerne Street	Tucker Sandwiches	E
38D	Newerne Street	Arden Estate Agents	E
38E	Newerne Street	Beauty Within	E
43 + 43a	Newerne Street	KJT Residential Estate Agents	E
48-49	Newerne Street	Amigos	Sui Generis
5 + 7	Newerne Street	Aroha Lettings & Property	E
6 bridge house	Newerne street	The Nesting Box	E
63A	Newerne Street	Willowdean Gifts	E
63B	Newerne Street	Greggs	E

No/Name	Street	Service	Use Class
63C	Newerne Street	Top to Toes	E
67A	Newerne Street	The Original Factory Shop	E
a The Archway	Newerne Street	Nicholas Terry Estate Agents	E
b The Archway	Newerne Street	Elan	E
Car Centre	Newerne Street	Car Sales/Car Wash	Sui Generis
Regents Walk	Newerne Street	Mum's Beautiful Mess	E
Regents Walk	Newerne Street	Choice Cards	E
Regents Walk	Newerne Street	Coffee Local	E
Regents Walk	Newerne Street	HALO	E
Regents Walk	Newerne Street	Silver Chic Boutique	E
The Swan Hotel	Newerne Street	The Swan Hotel Pub	Sui Generis
Unit 1 71	Newerne Street	Jimmy's Kitchen Chinese Takeaway	Sui Generis
Unit 2 71	Newerne Street	HiPS Social	Sui Generis
Unit 2 Waterside Court	Newerne Street	Knockley Pet Shop	E
Unit 2, Rear of 45	Newerne Street	The Little £1 Shop	E
Unit 3 71	Newerne Street	HiPS Social	Sui Generis
33	Newerne Street, County Store	The Cooperative Food	E
3	Regent Street	Funeral Directors	E
2a	Regent Street	Lydney Shoe Repairs	E

No/Name	Street	Service	Use Class
Unit 1a Silverbourne Court	Regent Street	Co-operative Funeral Care	E
Unit 1	Regents Yard	Vacant	Vacant
Unit 11	Regents Yard	Vacant	Vacant
Unit 2	Regents Yard	Vacant	Vacant
Unit 3	Regents Yard	Vacant	Vacant
Unit 4	Regents Yard	Vacant	Vacant
Unit 5	Regents Yard	Vacant	Vacant
Unit 6	Regents Yard	Vacant	Vacant
Unit 7	Regents Yard	Bon's Cauldron	E
Stanford Road Garage	Stanford Road	Car Garage	Sui Generis
Church	Swan Road	Church	F.I
Mills and Walker Garage	Swan Road	Mills and Walker Garage, Swan Road	Sui Generis
The Coach House	Swan Road	Ugly Duckling	Sui Generis
Town Station Business Park	Swan Road	TJ Site Services	E
Town Station Business Park	Swan Road	SWM Installation & Building Supplies	E
Greyhound Inn	Tuthill	Greyhound Inn Pub	Sui Generis
Victoria Centre	Victoria Road	Community Lunches/Café	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	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